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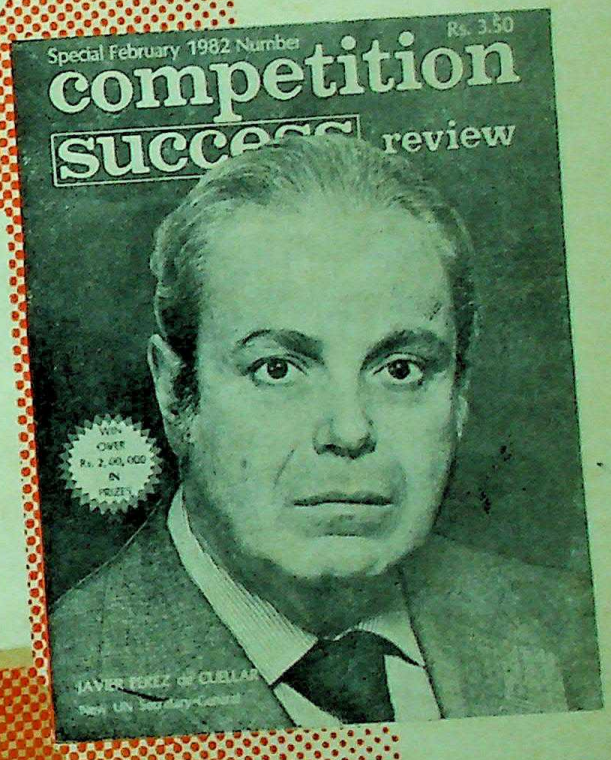

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VOL. XXV NO. 5 Feb. 1982

ANNUAL NUMBER 1982

GUEST EDITORIAL 93
—S.N. Sahai

FREEDOM TO PUBLISH 95
—Narendra Kumar

THE ROLE OF THE EDITOR IN A PUBLISHING HOUSE 99
—Vishwanath

BOOK DEVELOPMENT—NATIONAL INITIATIVES AND INTERNATIONAL COOPERATION 103
—Abul Hasan

BOOK SCENE IN INDIA IN RELATION TO EXPORTS 107
—Amar Nath

INDIAN PUBLISHING : AN OTHER VIEWPOINT 109
—A. Machwe

MARKETING CHILDREN'S LITERATURE 113
—Debabrata Das Gupta

SOVIET BOOKS FOR THE WHOLE WORLD 117
—Yuri Leonov

BOOKSHOP EXHIBITIONS—DURING THE FESTIVAL OF INDIA 1982 119
—Tejeshwar Singh

INTERNATIONAL PUBLISHERS ASSOCIATION 121
—A Profile

JOHN WILEY & SONS CELEBRATES 175 YEARS OF PUBLISHING 123
—A. Machwe

PUBLISHING IN PUBLIC SECTOR 125
—Amrik Singh

MARGA INSTITUTE : A PROFILE 129
—Mervyn Herath

FEDERATION NEWS 131
NEWS & EVENTS 133
OUTSTANDING BOOKS OF 1981 139
FORTHCOMING PUBLICATIONS 1982 191
BOOK REVIEWS 207
INDEX TO ADVERTISERS 217

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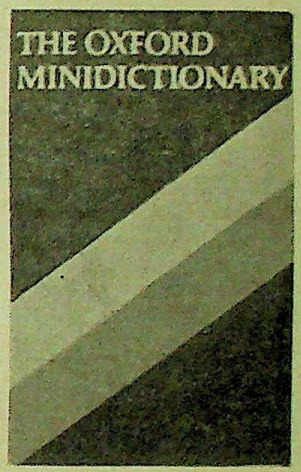

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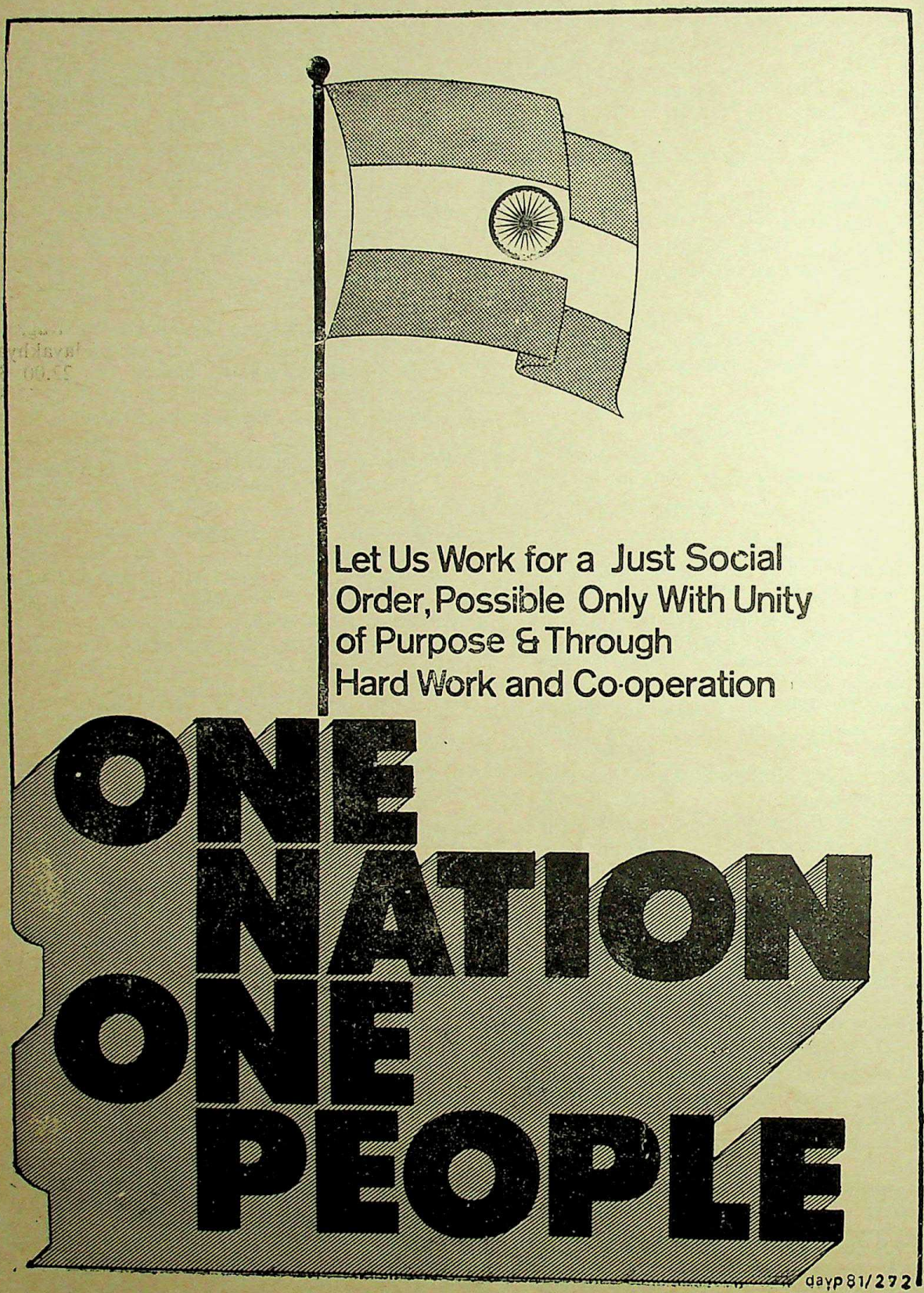

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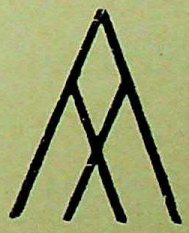

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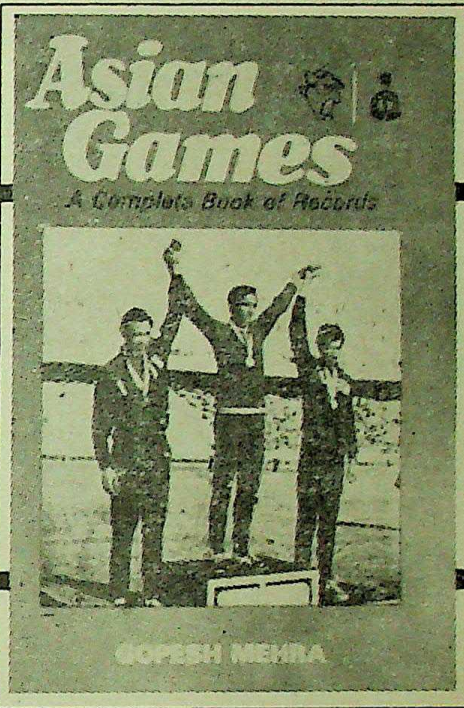

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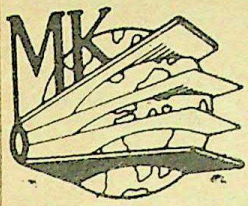

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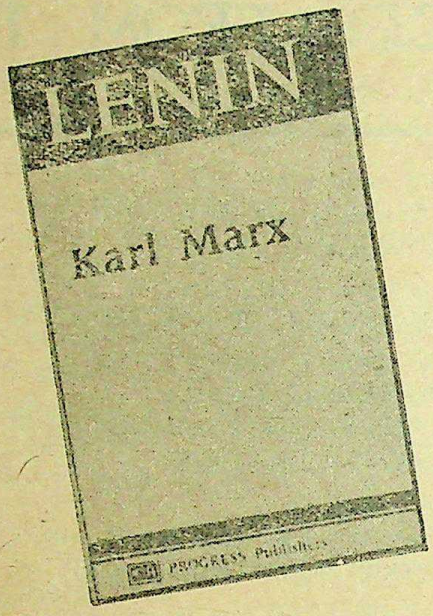

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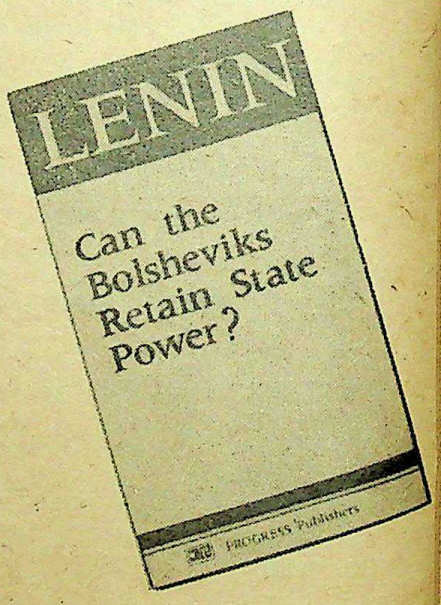

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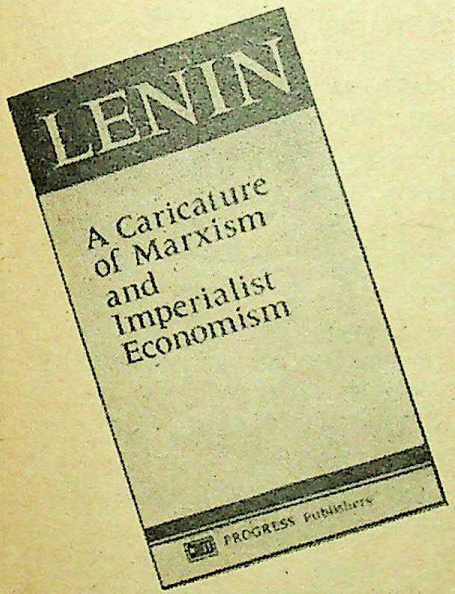

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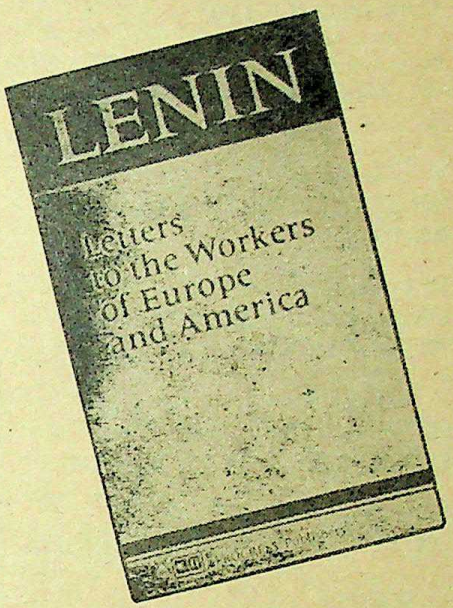

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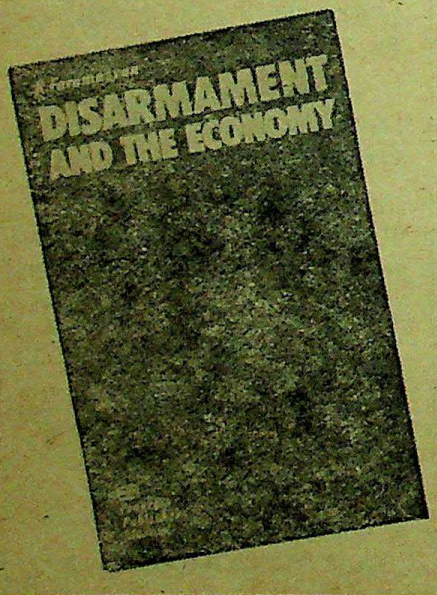

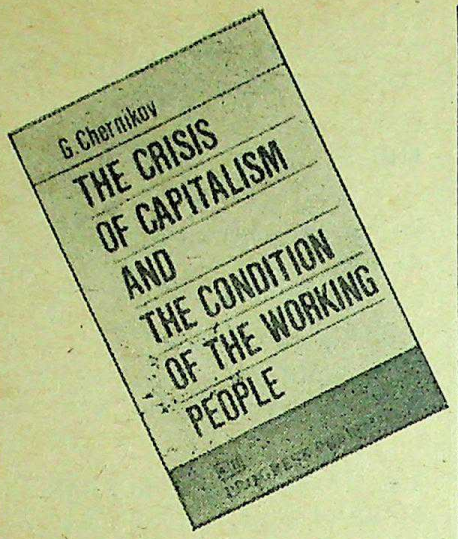

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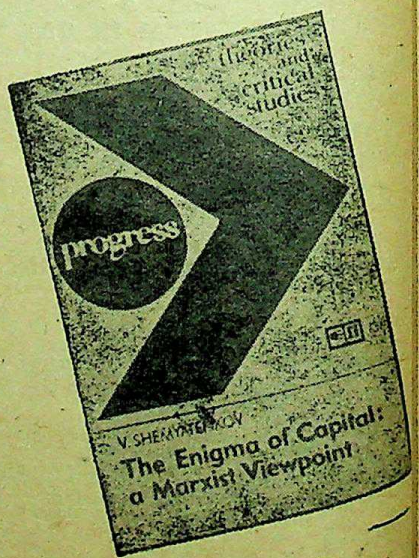

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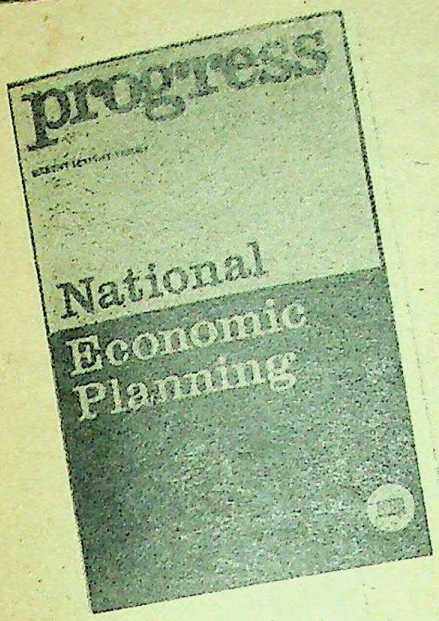

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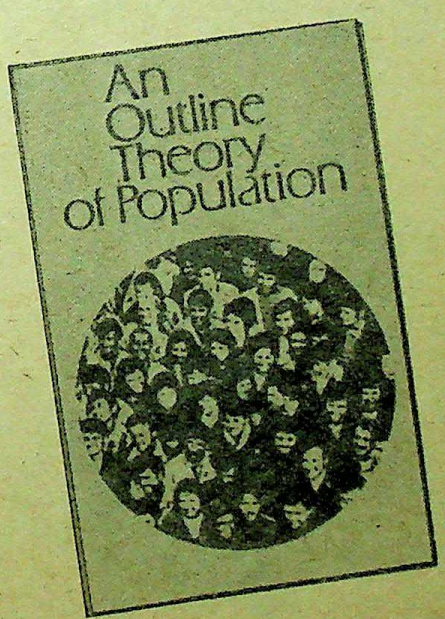

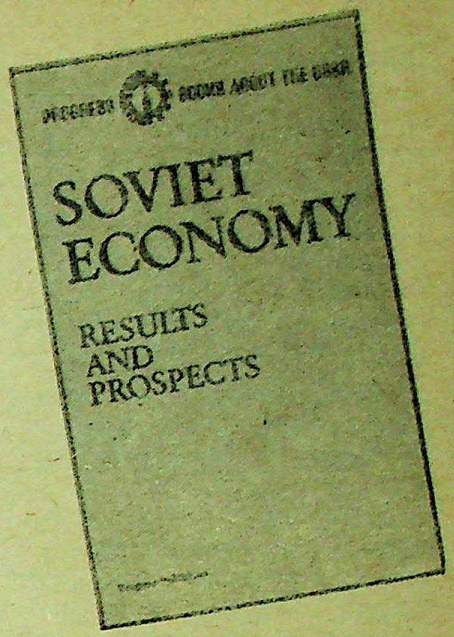

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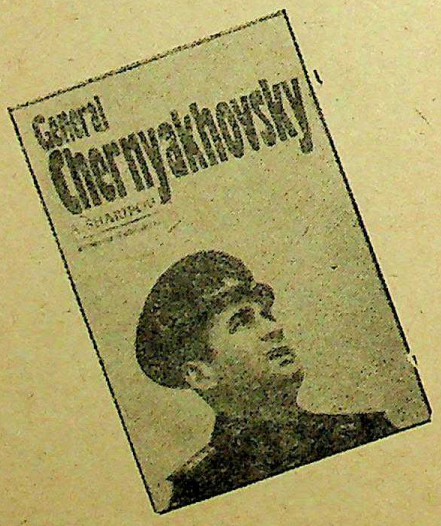

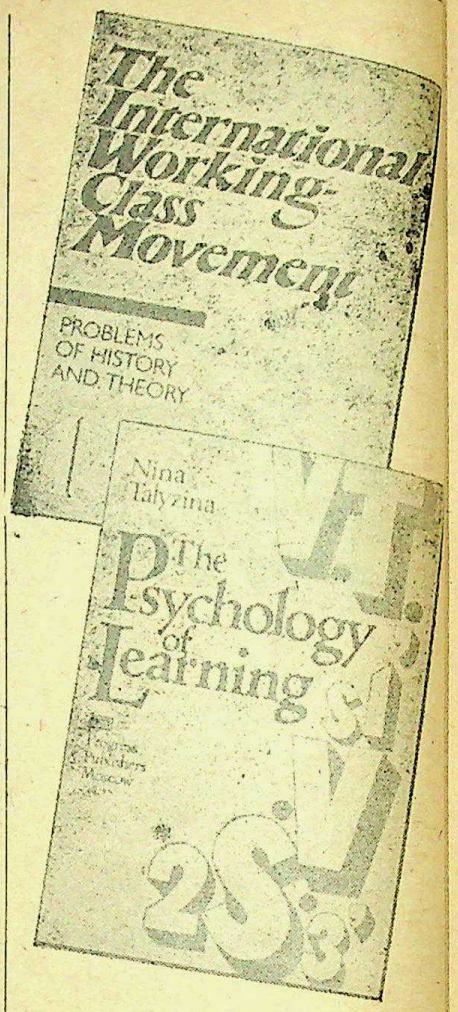

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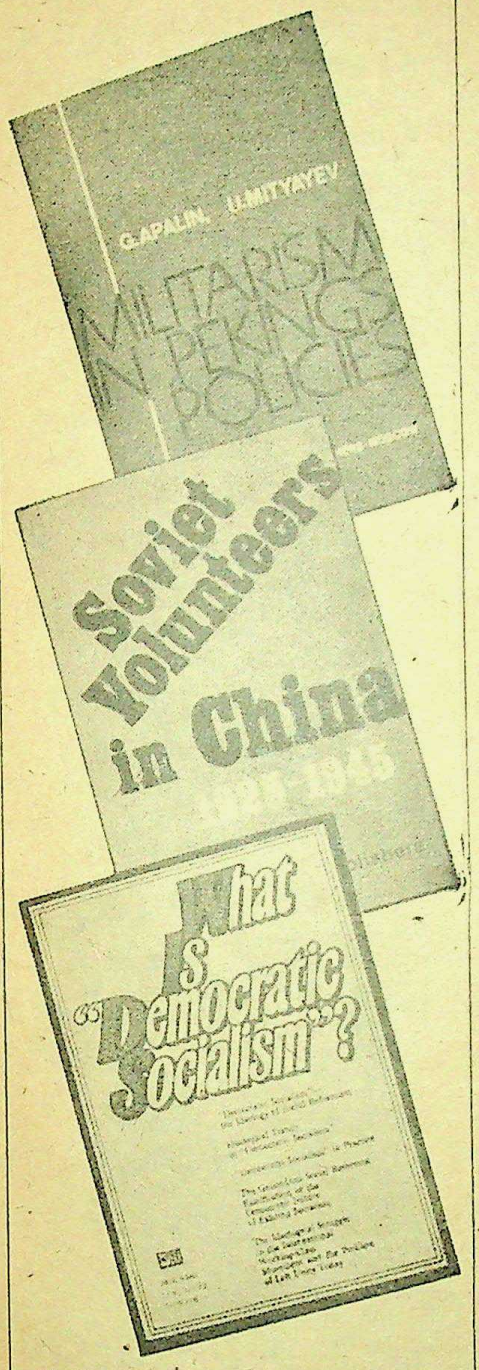

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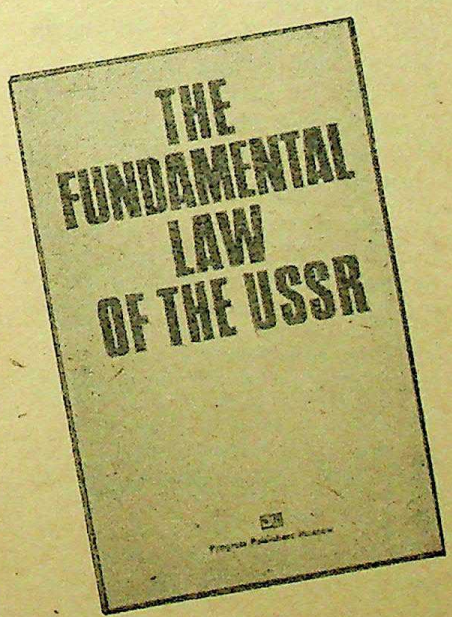

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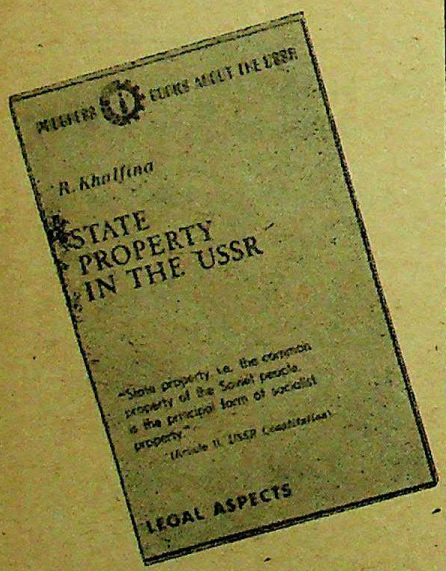

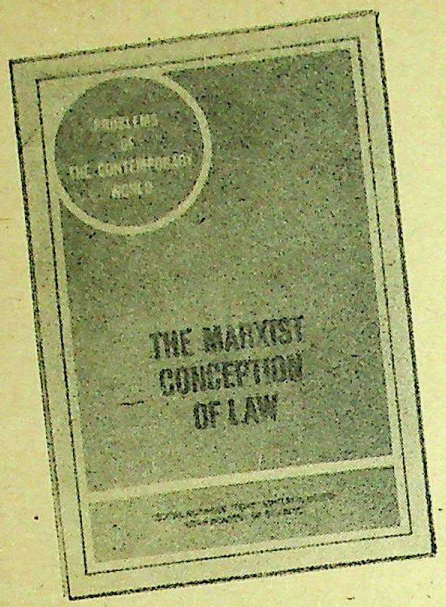

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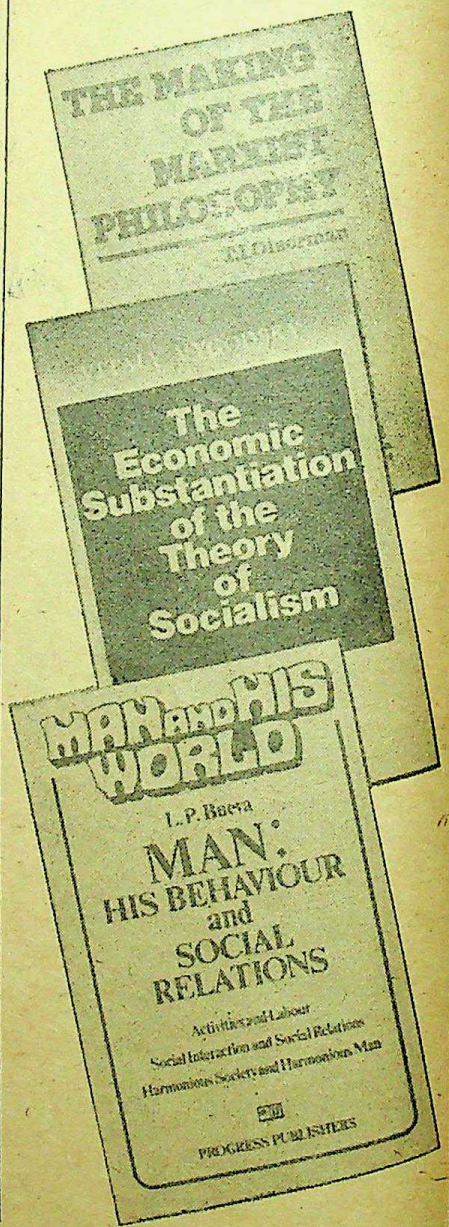

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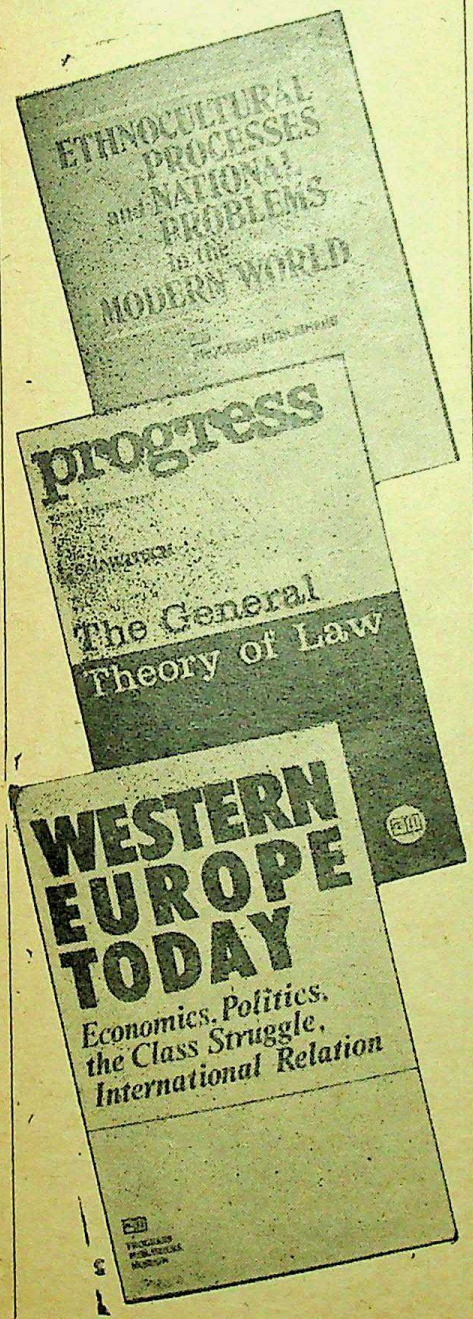

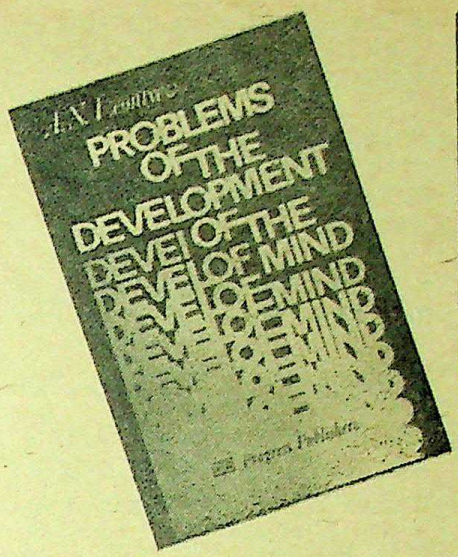

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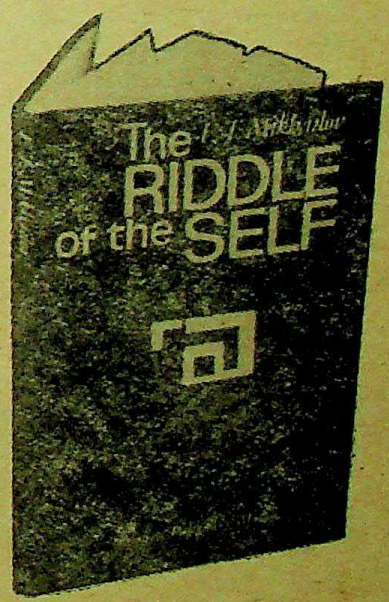

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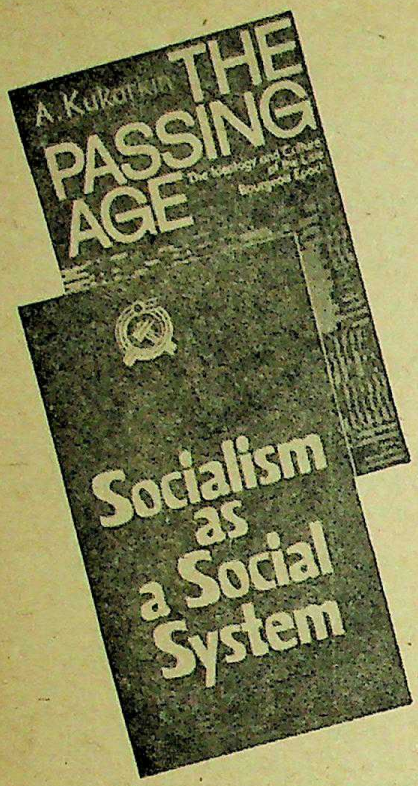

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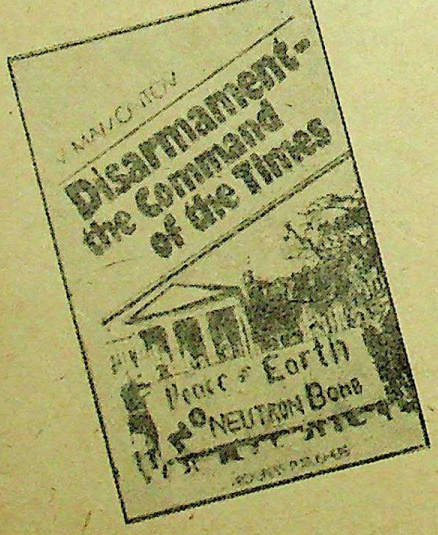

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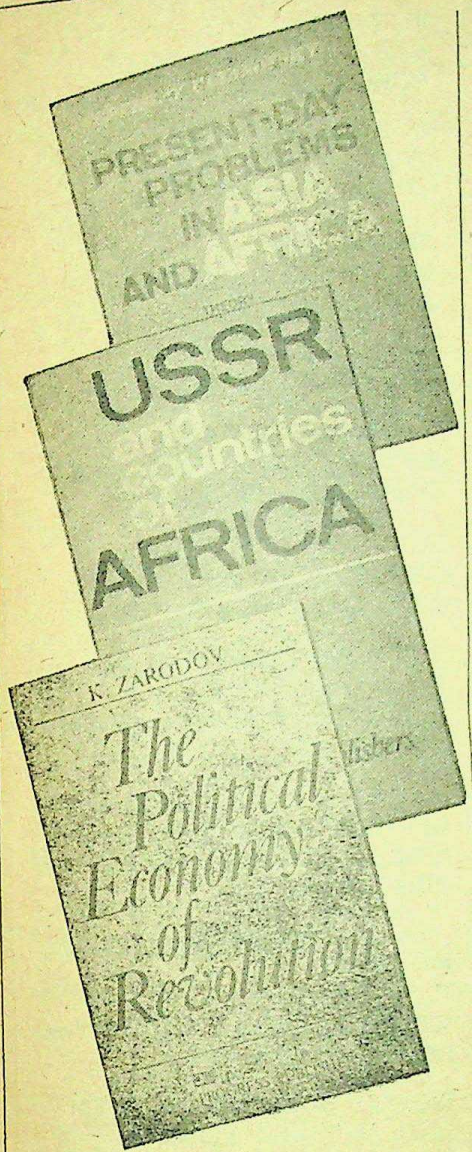

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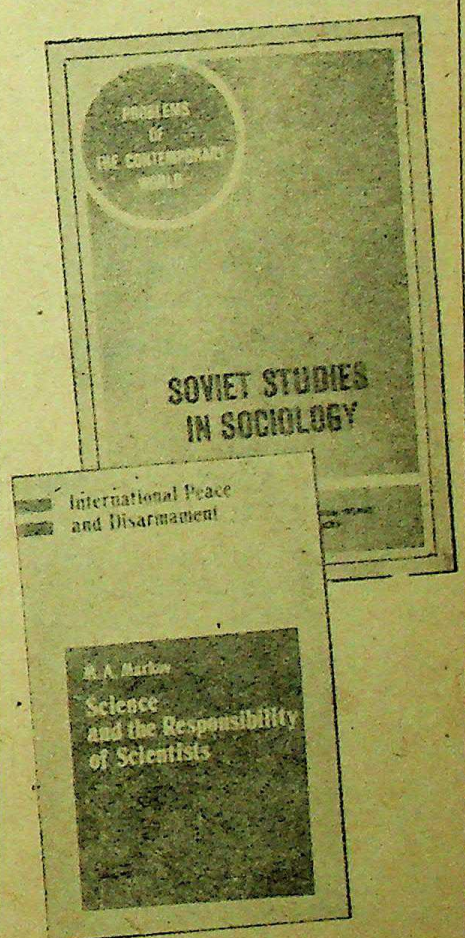

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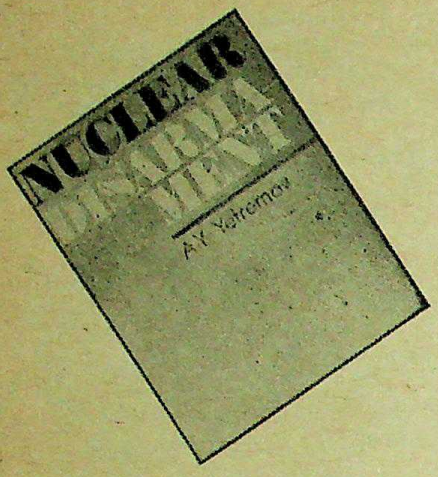

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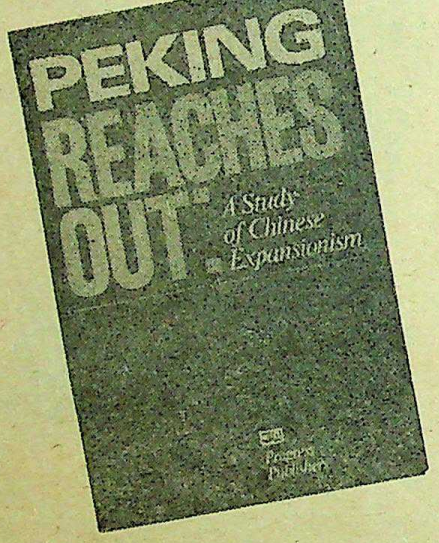

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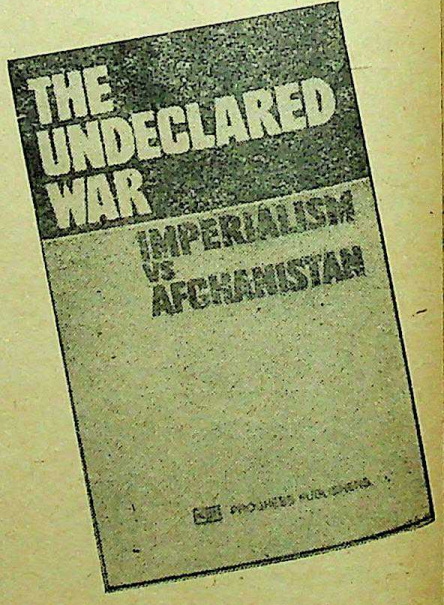

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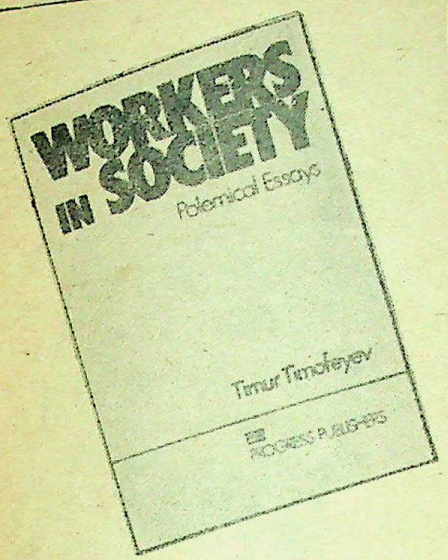

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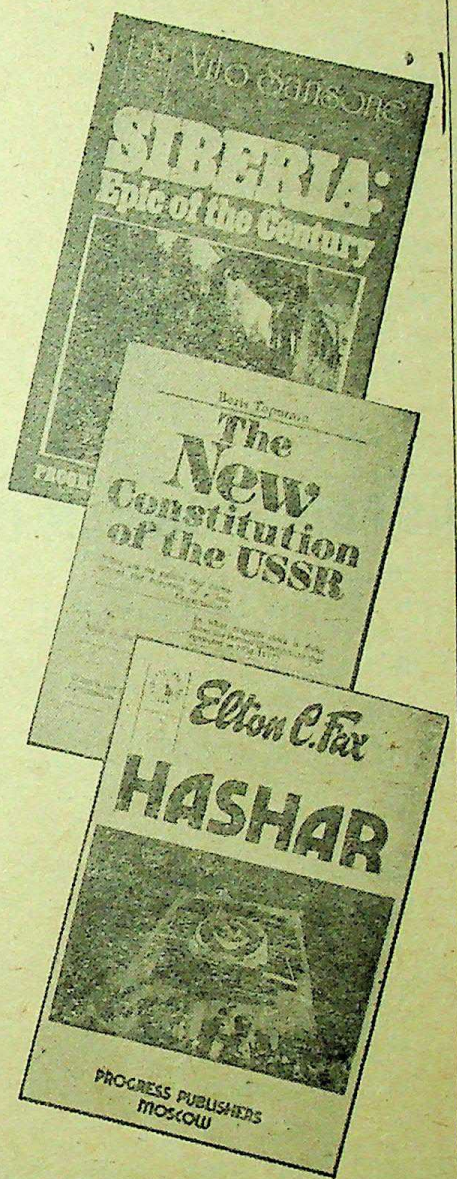

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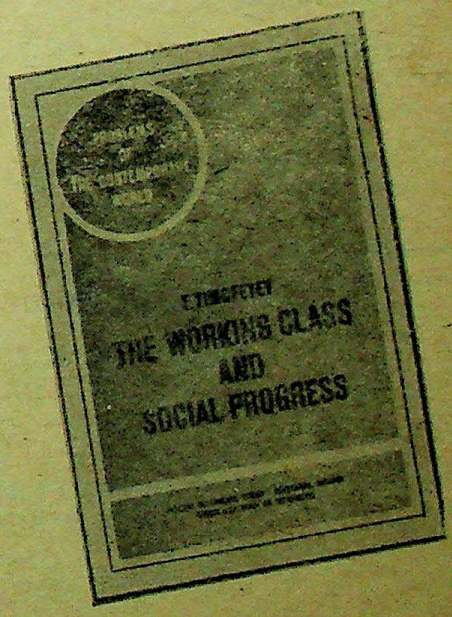

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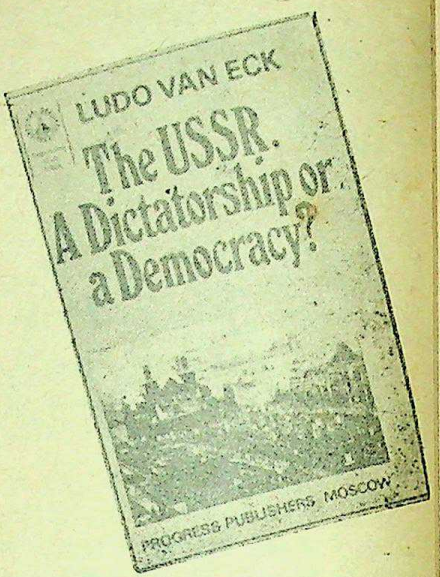

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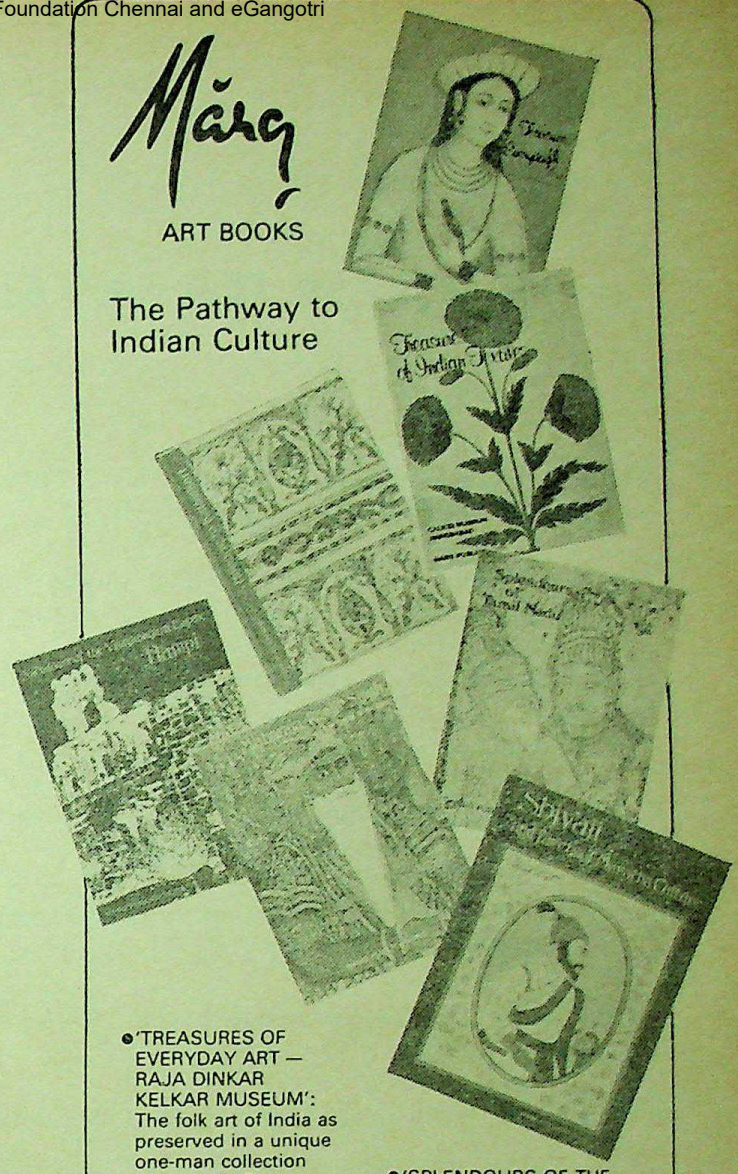

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EDITORIAL

—S.N. Sahai

Over the past 500 years the book has undergone so much change in its physical form that many fear its present shape may soon become as much of a curiosity as the clay-tablet is today. From the clay-tablet once upon a time it assumed the form of papyrus rolls and then, with the invention of movable type, it took the shape it is in to this day. The presumption of some now is that after the next phase of metamorphosis under the impact of new developing technology the book will have less physical resemblance to papyri, that the present form of the cloth or paper-bound book will give way to "micro-capsules the size of a dime" operated through a project receiver. But what such Cassandras seem to forget is that the physical form of the book is only the vehicle to convey information. And it is not the carrier but the idea that it conveys that actually is important and deserves more thought.

Many even go to the extent of predicting, along with the doom of the book, the doom of the library as well. But they forget that the library as a means for communication of ideas reduced to the form of words has endured since the days of recorded history. With the passage of time, the nature of the community that makes use of the library has changed drastically and along with this has changed the nature and content of the library. So it is that for quite some time, now the libraries in the West have acquired and used, in addition to printed words, audio-visual aids in a big way as an integral part of their collection. The use of audio-visual aids in libraries is the logical sequel to a well-planned community library concept. These aids are proving to be of great help to the not so literate members of the community. These aids have reinforced the library-cammunity relationship by drawing more people to the library. Thus, rather than pose a threat to the printed world, the audo-visual aids actually complement it, and in turn further and stimulate interest in the printed word among an increasingly large number of people.

Books are not threatened

Writing and books, come to think of it, are among the few inventions of the past centuries which mankind has been able to preserve and nourish. Yet fears persist that books are threatened by powerful new rivals like video, television and tape-recorder. There are those who claim that a person with a TV set would soon be as different from a person without one as a literate man once was from an illiterate man. According to the Russian poet V.F. Odeevsky, "in a mere 1,000 years from now, let alone in 2,500 years time, hardly anything will be left of the books we have today. The time will come when books will be written in the laconic style of telegraphic despatches—written correspondence will give place to electrical conversation, the novel will survive yet a while, but not for long. . .while the textbooks will be replaced by the public lecturer".

But there is no better guarantee for the future of the book than its past. Any amount of automation can only help than hinder the growth of the book. The advanced reprographic techniques available at present in the libraries actually facilitate rather than threaten the process of instantaneous reproduction of any published material. Of course the mode and shape of the book may change. But whatever it may be, the book as such is here to stay as a tangible medium of interaction between two minds: the author's and the reader's. Intrinsically it has a value that cannot change. The basic role of the book as the repository of knowledge that can be conveyed from one generation to another cannot ever be bypassed. It alone bridges the gap of distance and time. As long as that gap remains, the book is safe.

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FREEDOM TO PUBLISH

Narendra Kumar*

In all developed societies, literacy begins at home. However, in developing countries, and certainly in India, literacy, more often than not, begins at school, and reading material that is made available at the school level is—also more often than not—almost the only material that most people ever read. This singular feature makes for a corresponding situation, in our book publishing industry, that can only be described as unique.

Moreover, nearly two-thirds of our population is afflicted with illiteracy, and not only does the written word remain a mystery, but quite often, only a distant possibility. In bald terms, this is the single most important challenge that Indian publishing is faced with, now and for the future.

Programmed Books

Let us look at the figures and examine some facts. About 70 per cent of publishing in India today is accounted for by "Programmed books", which are functional in scope and objective. They constitute the tools of education, are intended for use primarily at the school level, and are produced by State agencies for State-run schools.

In 1967, the Dastur Survey summarized student enrolment and the gross and net annual demand for textbooks, for the seventies. Calculated on the basis of a three-year life-span for texts, in 1970-1971, 96 million enrolled students required 1,137 million textbooks, which means that 379 million copies were published in that one year. By 1975-76, student enrolment had gone up to 123 million and their gross demand for three years was 1,542 million copies. In 1980-81 there were 149 million students on the rolls, and their gross demand was estimated at 1,908 million copies.

According to this Survey (based on the Education Commission's Report, 1966) we are producing, from the first year of the eighties, 636 million copies of textbooks. If we accept the ratio of textbooks to total production as 70 per cent to be correct, we were, in 1980-81, producing nearly 1,000 million copies of texts.

In financial terms, this is a Rs 100 crores per year business, and constitutes the rolling finance of the trade. Money generated from textbook publishing is used to finance creative and non-academic writing, and because the sale is assured and renewed each year, it makes for a stability that encourages sustained publishing endeavour and has historically, been responsible for much great publishing in the world.

State Control in Publishing

In India, this lucrative market is almost wholly State-controlled. Thirty years ago, when free India formulated her strategies for "planned development", several "core" sectors were appropriated to State or public sector agencies. They included, among others, heavy industry, iron and steel, electricals and engineering goods and education. A problem as vast as illiteracy, it was thought, required an equally vast machinery to contain it. This could be assured only if the State, through its various agencies, entered the field of publishing and controlled the production of school texts.

A Rs 100 crores a year industry was thus, at a stroke, withdrawn from the reach of private publishers, barring a handful who catered to the public school market. The State embarked upon a number of mostly uncoordinated book expansion programmes; massive funding was made available to produce and promote Indian writing of educational interest and to establish libraries in English and the regional languages. Agencies were set up, at the national level, to "fill" the book gaps and to foster "book-mindedness"—but there was no concerted effort made to set up complementary organizations at the State level to jointly undertake research and follow-up studies on regional and national reading habits, without which the inculcation of book-mindedness is a difficult proposition.

No effort was made, either, to provide infrastructural support for the fledgling book industry, although such State-sponsored support was deemed essential for industrial development.

149 million students waited to be taught.

The State began to find it difficult to produce the enormous amount of literature required for this purpose. It has not, for instance, been able to produce literature in anywhere near the quantities required. It has not been able to publish successfully in the regional languages, and more importantly, it has not been able to produce encyclopaedias or reference books that are reliably authored. This may explain why the number of

* *President, Federation of Indian Publishers*

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books produced in India, per million of population, is abysmally low.

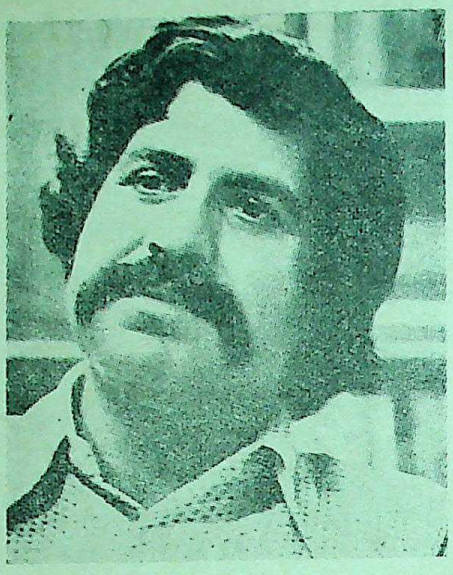
Education and Democracy

What the State has done, however, is to successfully elbow out the private publisher in the field of textbook publishing, and those 1,000 million copies of textbooks produced annually are, largely, their preserve. As a result, they are of a sameness that is regrettable: there is a near total disregard for quality, either in content or presentation; a similar disregard for revision and updating; not enough care taken in the commissioning and screening of authors; almost no care at all for regional and ethnic variations in requirement; shoddy texts that are a serious deterrent to learning and; not unoften, characterized by poorly written texts equally poorly presented. All this is covered by a monopoly situation that guarantees sales, however unwholesome the product, simply because there is no competition—and no choice.

Can we afford this absence of democracy in our education ?

The Education Commission recommended a definite and well-defined role for Central and State governments in the business of education. This was to scrutinize textbooks and, in a limited way, to undertake the production of quality texts that could serve as a model. It further recommended that four books in each subject for each class be selected so that it be left open to teachers to choose a text best suited to the academic requirements and attainments of the school.

On the basis of its recommendations, the National Council for Educational Research and Training (NCERT) was assigned to bring out model textbooks that would encourage



"The relationship between publishing and the market," says Kumar, "is a very subtle one. A good publisher can anticipate an incipient demand. That is to say, he can build on what is already there."

Three things strike one almost immediately about Narendra Kumar, Managing Director of Vikas Publishing House: incredible energy, an absolute refusal to be daunted by odds ("it's the challenge of life that excited me", he says, "not so much its beauty"), and a clarity of vision and purpose that have made him, to quote Illustrated Weekly *(19 July 1981), something of "a* wunderkind *in Indian publishing." In an industry that is beset with problems, and faced with a rapidly shrinking market and an equally rapidly sinking morale, his dynamism is more than just breath of fresh air—it might well be the wind of change that will see Indian—and Third World—publishing take on a new aspect. That is why he is rated, in the words of* Sunday, *as the "Midas of the publishing industry" (6 September 1981). "The role of a publisher in the society," says Kumar, "is that he honestly publishes what he believes to be good books, and honestly ensures for them the widest possible coverage in terms of exposure and promotion." Easier said than done, as he, more than anyone else knows, things being what they are.*

So, he takes the proverbial bull by the horns and systematically begins to re-define every rule in the book, creating *records both for himself and the industry and, as the* Washington Post *said in a write-up on him "making a legend of himself and Vikas" (6 May 1979).*

"Book-mindedness." What is it? A habit, an attitude, a certain awareness, may be even conditioning. And there isn't a publisher around who doesn't dream of a book-minded public. But before you get book-mindedness, you have to prove readability. Create it. "The relationship between publishing and the market," says Kumar, "is a very subtle one. A good publisher can anticipate an incipient demand. That is to say, he can build on what is already there." How he builds on it, however, is what sets apart a dynamic *publisher from a conservative one, one whom authors are drawn to because they intuit that he is as inspired by their creations as they are, and will exercise every skill to equally inspire the public. Once enthusiasm is lit, it spreads like wildfire. The idea, its creator, its medium, and its transmitter, when these are in perfect harmony, then is evolved the sweet smell of success. Underlying Kumar's vitality and acumen is a deep and compelling commitment to the business of books that doesn't stop at the good and the godly. As* Illustrated Weekly *rightly remarked that he "is a dreamer of dreams, which is what any good publisher must be, even more than an author." The power of the printed*

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> **"A true cultural and social revolution is not possible without a crusade against illiteracy, without developing a culture of books, a habit of reading".**

word, the generation of ideas and their communication through books, are a means to control thought process. He regards what he calls "cultural imperialism" as a far more dangerous phenomenon than political or geographic colonization. To break its hold through an indigenous publishing effort that will, once and for all, neutralize its numbing influence, is the spirit that drives Kumar. You could call it a magnificent obsession, one that allows him to see possibilities where others see risks, fulfilment and exhilaration where others often see only ceaseless endeavour.

"I describe this as part of the Swadeshi Movement to which I am deeply committed and emotionally attached." From this proceeds his call for integrated book development with national development: "A true cultural and social revolution is not possible without a crusade against illiteracy, without developing a culture of books, a habit of reading." It is possible to do this at many levels and, simultaneously, by commercial and state-supported endeavour: through the formulation of a National Book Development Board, first set up in 1967; through a marathon attempt at establishing a nationwide library network, the lifeline of publishing; through a rationalization of book imports which is currently titled heavily against local publishers; through stepping-up the export potential "(it comes as a revelation that our book exports fetch us Rs 8 crores; Great Britain exports books worth Rs 600 crores—mainly to be their erstwhile colonies"); through, making paper available at concessional rates for paperbacks; through, in fact, reconsideration of the textbook policy itself; and, finally, in what is possibly Narendra Kumar's most innovative scheme, *through collaborative publishing among Third World countries. This would be an effort, among equals and of mutual benefits, at developing local publishing, and producing books suited to the particular ethos and genius of the Afro-Asian world. The possibilities are mind-boggling.*

After the kudos, the undoubted success, the thrill of accomplishment, and recognition in the form of various offices, nominated as well as selected (President, Federation of Indian Publishers; Regional Chairman, Chemicals & Allied Products Export Promotion Council; Treasurer, College of Vocational Studies, University of Delhi; Vice-President, International Publishers' Association), the lingering impression is of a man of tremendous ability, who quite openly and thoroughly enjoys what he is doing, because he is so openly and thoroughly convinced of its rightness. The enthusiasm and vitality are disarming. And they are infectious.

[Courtesy : Art to Living]

private publishers to publish suitable ones, keeping in view the national perspective. NCERT, however, has overstepped its prescribed limits and entered commercial textbooks publishing, supported by the State.

Despite all this, thirty-four years after Independence, the goal of total literacy still eludes us, even though we have State-supported education up to the high-school level.

Case for a Forward-Looking Policy

Is it not time that a policy, formulated one generation ago, be reviewed ? Is it not time that we take fresh stock of the situation, and make the making of books—text and otherwise—not an exclusive but an all-encompassing activity ? Not a moribund, but a dynamic and forward-looking one ?

It can be done.

No Education Commission so far has recommended the monopolization of textbooks. Where private publishers have been allowed to enter the field—in college-level texts, for instance—they have shown that they are capable of responsible and serious publishing. There is no reason to believe that this will not be so in the case of school textbooks. It should be possible for the government to monitor private textbook publishing with a view to quality, and for the NCERT to set guidelines for them to follow.

Healthy competition spurs maximum activity, without which the inclination will be to slide towards a static situation at best, and a decline in quality, at worst. Nationalization tends to replace a large number of texts by a single one, a diversity of views, approaches and solutions by formulae, and variety in presentation by a repetition that numbs the senses. At the simplest level, it

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means that where there should be a range and wealth of authors, there are only a handful, where there should be a multiplicity of choice, there is a lowest common denominator; and where there should be a steady and strong infusion of ideas, there is often only a tired retelling of facts. Where is the room for experimentation in such a system ? And where is the impetus ?

The role that State boards and agencies have to play is at the level of building an infrastructure, at the far more basic and crucial level of reviewing and reforming policies, examination procedures, curriculum requirements, ultimate objectives and alternative strategies, at the level of the very thrust and purpose of our educational system. It is at the States initiative that national book development policies can be outlined; whether these are fiscal—as in the case for a Book Finance Corporation, or the provision of subsidies that will take care of the current slow rate of sale and even slower inflow of cash—or non-fiscal, as in the case for a strong library network, the type and variety of books to be produced, and the setting up of cells at the regional level to impart training and locate new, local talent.

Till this distinction between publ and private role is recognized, our system will continue to be hamstrung, the taxpayer will continue to subsidize mediocre text (that, in any case, can be changed arbitrarily to suit a political whim or a party line), and our children continue to be deprived of the fulle access to knowledge, to the power and fascination of the printed world, and to liberation from ignorance.

Can we afford not to have the freedom to publish ?

[*Courtesy* : *The Indian Express*]

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The Role of the Editor in a Publishing House

—Vishwanath*

The subject of this article is Editing books in Indian languages. I, however, believe that the theme and its treatment would not suffer in any way and perhaps gain a broader perspective if it is not qualified to Indian languages only. Editing of books would remain the same, be it in English or Indian languages. Perhaps this qualifying clause has been put in with a purpose to provoke remarks about the near non-existance of the concept of an editor and editorial practices in language publishing houses of our country. Barring a few well-organised and larger publishing houses which do have an editor and perhaps a small editorial department also, other publishing houses are by and large one-man-shows. But even in these small set-ups, at times the publisher happens to be either a writer, a teacher or a well-read person who acts the role of Editor-cum-Publisher. He plays a one-man-orchestra and many a time with considerable aplomb. With these few introductory remarks. I move on to the concept of an editor in a publishing house and the subject of editing of books in general.

Editors in the publishing houses are comparatively new entrants. Till recently this nomenclature was used for persons doing proof checking and rendering occasional help in production of the books. Editor as a key figure in the publishing programme is a recent concept which forward-looking publishers are progressively adopting. By imparting a new prestige and importance to the position of the editor, the publishers are reorganising their business on a scientific basis. A jack-of-all-trades is a misfit in any modern industry. The editor is a specialist in his job and the publishing house depends on the recommendation, judgment and advice of the editor for its publishing programme.

In India and other developing countries where the concept and the role of the Editor in a publishing house has yet to come into its own authors are naturally quite sceptical and have mental reservations about the Editor and his performance. They sometimes would dub him as the so called expert who knows more and more about less and less. How can anyone know the subject better than the author, they would contend. They would blissfully believe that their work is so perfect that not a dot or comma can be added or deleted. In this context I would like to quote George Bernard Shaw who settled this sore issue with his typical Shavian wit when he said that "The right to criticise Shakespeare does not at all involve the power of writing better plays".

The Editor has to be critical, though in a constructive and compassionate way. He has to concede that the Author is a sensitive human and therefore he has to make allowance for his fads and fancies, just as Editors and publishers themselves are affected by their own whims and ways.

Whoever originated the phrase that 'every man has one book inside him', it seems had been someone associated with the editorial department of some big publishing house. This obviously is an overstatement of an over-worked editor. But there is no doubt that a good publishing-house gets a regular inflow of manuscripts, both solicited and unsolicited and the Editor has to perform a continuous job of evaluation and selection out of them. But the job of selection is not that easy.

Somerset Maugham had selected and published *The Ten Best Novels of the World*, and this is how he speaks of the job of selection out of a number of equally good claimants. He says : "Let me begin by saying that to talk of the ten best novels of the world is to talk nonsense. There are no ten best novels in the world. I could make a list of ten more that in their different ways are as good as these".

I think he is very true in his observations, for after all the process of selection can never be perfact and it has to remain conditioned and subjective depending upon the person making the selection. It has of necessity to reflect the house-policy of the publisher, or in other words the 'image' or 'imprint' of the publisher.

'New' Authors

Should a publisher go in for new authors and their first works and thereby have the satisfaction of discovering talents and also perhaps bagging a runaway best-seller, or stick to established authors. The answer to this question is both 'yes' and 'no'. Certainly, it gives a sense of achievement to have as many new authors who have made good on one's list. But then the hazards are also obvious. I have seen many a publishing house winding up on

* Managing Director, Vision Books Private Limited, New Delhi.

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account of their zeal for discovery of 'talent'. It has of necessity to be a balanced fare. From the editorial point of view, it is a much more challenging job to deal with new authors and their maiden works.

Some 'Do's' and 'Do-Nots'

The authors are naturally quite sensitive persons like other creative artists. This is all the more so in case of fresh writers, who wishfully think that their first work is a master-piece, a land-mark, a guaranteed best-seller. It can almost be generalised that on an average hardly ten per cent of the manuscripts thus received qualify for publishing, ninety per cent have to be turned down. It is the job of the editor to see that his rejection does not kill the initiative of the new writers. It is said that it is very difficult to master the art of saying a courteous but firm "No".

There is no idea in holding out false assurance to an author on the pretext of the work 'being under consideration' and to keep him hanging in the balance for more than necessary time. The best course is always to take a quick decision and not to hold the manuscript for more than the minimum time required for its consideration. I have seen many author-publisher relationships getting strained on account of detaining the manuscripts for an unnecessarily longer period. I would not blame the author for his irritation in this respect. Here I am tempted to relate a joke about an author enquiring about the fate of his manuscript which he had submitted quite some time back and the publisher wanting to know whether the subject of his manuscript was history. The author replied "it was not so at the time when he had submitted the manuscript".

How Not to Say "No" to the Author

I shall like to relate a few of my own experience where in trying to be considerate and polite with the authors, I found myself landing into an awkward situation. At one time, while returning manuscripts we would say that it is being returned as our hands are full for the current year. And then we would find ourselves receiving the same manuscript on the first of January next year alongwith a letter from the author reminding us that now we should have no objection in publishing it. Another time we had the practice of saying a few good words about the manuscript out of courtesy, while returning it, only to get rejoinders from the author that if the book is good it should have been accepted and published.

Now we are much wiser. Thanks to the Authors.

Should a publisher give reason for his not accepting a particular manuscript? As a general rule, it is better not to get into arguments with the author, over his book as this is a very sensitive subject where no publisher can ever score a point. But in certain cases where the editor is convinced that the author has the required genius and only needs to be guided, it would be really wrong to withhold constructive comments for the guidance of the author.

It is a common practice to have a panel of expert reviewers specialised in their respective fields whom the publishers would refer manuscripts for evaluation. For a book on Physics, the publisher may refer it to a Professor of Physics of a University who should be paid a reasonable fee depending on the pages of the manuscript for his evaluation and present a report in a prescribed form which would give a detailed assessment of the manuscript from various aspects, its deficiencies and defects, good and strong points and also suggest possible improvements. The names of such reviewers are kept confidential and are never made known to the authors. For all practical purposes, it is the editor who comes in the picture and faces the author, though he has to his advantage the expert rewiewers' suggestions and remarks.

Cooperation between author and the publisher from the very inception of a work is valuable for mutual good. In fact, they are just like partners in a publishing project with a common purpose i.e., to publish a book that will be financially profitable to both and also earn goodwill of the readers. We live by our names and our books make our names. So we have a very valid and strong reason for working together towards a common goal—producing a good book.

The Job of the Editor

The main job of the Editor is to act as a buffer between the individualism of creative talent and the practical side of the publishing process. The Editor selects, shapes and blends the raw materials of the publishing trade into a mixture which can be marketed. His job is as if to cut and polish rough diamonds, fresh from the mine.

Once a book has been accepted for publication, usually on the recommendation of the Editor, and perhaps outside professional reader as well as the publisher himself, work starts on actual preparation of the manuscript for press.

First of all, the manuscript is read through for spelling and for grammatical accuracy. Without necessarily being a trained lawyer, the editor will nevertheless have one eye open for possible libels, and he will make a note of any reference which seems dubious for checking with the firm's legal advisers. The same applies to sexual reference which might violate the borderline of 'decency'.

The Editor will also take care that the manuscript is stylistically consistent. Each firm has its own house style which is adopted for all

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books and contains rules about optional spellings, single or double quotation marks, the use of capital letters, whether figures are printed as figures or spelt out in words, punctuation etc. etc.

The Editor may also assume a certain licence to subedit the book in order to improve or smooth the style of writing, or to cut out unnecessary verbosity.

The last part of the Editor's job at this stage is to form a general impression of the book, of the type of reader to whom it will appeal, and of the most suitable physical appearance for the book and, after discussion with the sales department, determine what size of print order is likely to be required. He passes this information on to the production department with the manuscript, and his personal responsibility for the book is over.

Responsibility of the Editor

As the presiding officer of the editorial department, his job calls for quality of leadership, intiative and cooperation. He works not only with his subordinates, but also with other departmental heads. The Sales Manager might demand from him professional advice on the sales potential of a title and the particular section of readership interested in it. The Production Manager may have problems about the setting of a page, a window line or excess pages than originally scheduled. The Editor has to be quick-witted enough to keep them in good humour and give them sound advice.

Then, he is answerable for any flaw in the finished book to the publisher-employer in particular and to the readers in general. He cannot sit on his past laurels. Every book published under his editorship is a concrete proof of his efficiency or otherwise.

Organisation of Editorial Department

The editorial department in a publishing house has a special responsibility inasmuch as it has to screen the manuscripts, accept or reject them and the accepted ones through press till they take the shape of a book in its most finished form. The Department has also to plan the publication programmes and solicit manuscripts or get them written according to the requirements of a particular project. The department functions as the brain of the publishing house.

From the point of view of management, the organisation of the editorial department should be handled with expert care. Let us first take the editors themselves. Who is qualified to be an Editor ? Besides other things, he should be able to play the big brother to the authors barring of course very established ones without in any way hurting their subsceptibilities. He should be tactful, yet frank, and capable of clear judgment regarding their merit. He should not be overawed by the stature of the authors. It is a rare manuscript which is accepted as it is and is sent to press without any editing. There is always a lot to be done even in the best of them, which is what the editors have to do. If the language and style is okay, it might lack coherence, the chapters may have to be recast and new information added. The footnotes might be wrongly put. It is so in many a thesis and a number of doctoral dissertations are considerably improved in the editorial workshop. Sometimes it is too discursive, a generous use of scissors would make it what it should be—a book.

Translations

In India where no less than fourteen languages are national languages, a substantial output of books pertains to translations. To comission translations is no less a crucial job. Bad translations are aplenty and good ones are really rare. The Editor has to ensure the quality of translation which not only has to be of established standard but should also meet the approval of the author. As the liaison man between the author and translator, the Editor's responsibility is tremendous. Letting sub-standard translation into print would mean general lowering of literacy standards.

A thorough knowledge of both the languages and their idiom is a prerequisite for both the translator and the Editor. I recall how in a Hindi translation of the great Urdu poet Iqbal's famous poem the word 'Gurbat' was translated as 'Garibi' while 'Gurbat' means 'in exile'. Translations and translators are always under fire because the original author is seldom satisfied with the translation of his work. The Italians have a proverb which says 'translators are traitors', but then there is a time-proven saying that 'great literature survive a translation'.

Specialisation

This is an age of specialisation and specialisation has its own advantages also. In the field of publishing, we find different types of editorial talents and techniques. One who has acquired experience and expertise as an editor of textbooks would not be an equally good editor for art books or children books, though the basic problem remain by and large common. From the managerial point of view, it is a better approach to have a separate editor or editorial department for the different types of publishing activities.

Before I close, may I quote Oscar Wilde from his famous Preface to *The Portrait of Dorian Gray* wherein he solemnly pronounced that BOOKS ARE (EITHER) WELL-WRITTEN OR BADLY WRITTEN . . .

How I wish it were true for that would solve most of the problems of the editor.

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BOOK DEVELOPMENT
National Initiatives and International Cooperation

—Abul Hasan

Mr Abul Hasan, Special Officer in the Book Promotion Division of the Ministry of Education and Culture, advises the Government of India on all matters relating to book publishing, book selling and book promotion in the context of national requirements and assists in the formulation and implementation of book development plans for the country.

He has organised/addressed/directed many training courses and seminars on book publishing and book promotion at the national and regional levels. At the international level, he has represented India in several meetings and conferences on book development. As Consultant/Expert, he has also been advising international organisations like UNESCO and the Commonwealth Secretariat under whose auspices he has undertaken many book development assignments in Asia and Africa.

Mr Hasan is a prolific writer. Several of his articles on different aspects of book publishing, book selling and book promotion have been published in the Indian and over-seas press. He is also the author of three titles, *Promoting Books in South East Asia*, *The Book in Multilingual Countries*, and *National Council for Book Development*, the last two published by UNESCO, Paris.

According to the latest available statistics, the world is producing one new title in less than a minute. In 1978, world book production added up to some 642,000 titles, about $2\frac{1}{2}$ times the number of titles produced in 1955 (269,000). But production remained concentrated in about 34 industrialised countries, which representing only 30 per cent of the world population produced about 80 per cent of the total book titles. The area of plenty is the United States and Canada in North America, all Europe including USSR, and Japan; while the area of scarcity is all Latin America, all Africa including the Arab countries and all Asia except Japan. As far as Asia is concerned, although book production increased from 53,200 titles in 1955 to 117,000 titles in 1978, the percentage compared to world production declined from 19.8 to 18.3 during the corresponding years. The reason for this decline is not far to seek. Over the last three decades during which most Asian countries have been able to assert their sovereign existence, there is a perceptible improvement in the spread of education throughout the region. Primary education is being universalised and large funds are being earmarked for adult literacy and higher education. But constitutional and financial measures alone are not enough to produce the basic tool of learning i.e., the book, urgently to suit local conditions and requirements. Book promotion process has been slow and book development in the region has not been able to keep pace with educational expansion, resulting into a big gap between the demand and supply of essential reading material.

This imbalance has given birth to the concept of book promotion in developing countries. The idea gained ground since the 1966 Tokyo Meeting of Book Experts in Asia convened by UNESCO to launch a world-wide programme of developing book as an effective instrument of national progress. The need for the formulation of a Book Development Programme as an integral part of the overall national planning for educational, economic and social development was thereafter felt and stressed in a number of regional

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meetings in the developing world until 1972 which was proclaimed by UNESCO as International Book Year. "Books for All" was adopted as a slogan of the International Book Year and a programme of action was drawn up to promote books all over the world under well-defined themes. There was a tremendous response to the International Book Year from all quarters. The unprecedented impetus created by the IBY 1972 is being sustained by long-term plans and activities to promote books and reading for all throughout the world.

Books and National Development

The role of books in the development of a nation can hardly be over-emphasised. In the field of education books remain essential tools for preserving and diffusing the world's storehouse of knowledge. In an era of revolutionary changes in education and far-reaching programmes of expanded school enrolment, an adequate textbook component is a prerequisite for the development of an educational system. Because education is the basis of all progress and books are the basic tools of education, funds provided for book development should be considered not as outright expenditure but as essential investment that will pay a nation high dividends in the long-run.

The invaluable contribution of books to other fields of human activity is too obvious to be emphasised. They serve as a repository and means of preserving and disseminating the cultural heritage of a people. A great social quality of books is that they are an important vehicle for expressing new ideas, minority views, dissent and criticism. They are also an indispensable instrument for economic growth, particularly in modern technological society. Thus books play a vital role in educational, cultural, social, economic and hence in overall national development. If we look at the world's largest book producing countries—USSR, USA, UK, West Germany and Japan—there would appear to be a direct positive co-relation between book publishing and social and economic welfare. Thus the per capita production and consumption of books is a very good index of a nation's general stage of overall development.

Relationship of Books with other Mass Media

Despite the rapid strides made recently by other media of mass communication, the book continues to remain the most efficient and the most effective instrument for the transfer of learning. Knowledge derived from books is more substantial and enduring, more permanent and sustainable than that obtained from other mass media. Radio, television, film and other audio-visual aids have their own supporting role in education and communication. But they are a supplement to, not a substitute for, books. For a while it was thought that with more enjoyable and colourful transmission, these media might have an adverse effect on books. But this fear has turned out to be unfounded, since they only whetted people's appetite for more information and knowledge and further stimulated the urge for reading.

It is true that radio and television, by their very nature, can easily reach simultaneously a large number of people than books. But they cannot convey information of such a high order of complexity as can books. Nor can they achieve the same penetration. Moreover, the audio-visual media are comparatively more expensive. Books, it must be remembered, are financed entirely by the price which the purchaser pays for the final product seldom receiving support from subsidies or advertisement revenues. In short, the book has certain peculiar advantages, such as endurance, accessibility, mobility, freedom of choice, control of use and economy.

The fact of the matter, however, is that books should be judiciously combined with other media of mass communication and audio-visual techniques and devices. In the world of today, none of these media can yield optimum results if they are utilised to the exclusion of others.

Promoting Indigenous Books

While books have a far-reaching impact in every nook and corner of a nation's developmental activity their claims on the resources of a nation are quite modest. Even in the most advanced countries, book production represents hardly one per cent of the gross national product. In order to be useful, however, books must respond to actual needs and interest of the reader. Growing out of local soil and local genesis as it does, it is only the indigenous book industry that can reflect local ideas, culture and tradition. The nearer the books are caliberated to the specific needs of a country the more effective they become as instruments of development. A book industry cannot be prefabricated and laid on from abroad if it has to suit the local requirements.

It is a nation's own thinkers, writers, artists and publishers who can produce books that can enrich its culture, fit into its educational system, narrow down the gap between its intellectuals and the common man and ensure an expeditious and flexible availability of the right type of books to meet its own needs and changing environment.

Agencies for Book Development

It goes without saying that indigenous books should command high priority in all plans and programmes

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of national development. If Book Publishing is recognised as a priority industry it will receive preferential treatment commensurate with its vital role in society. What are the various agencies for the promotion of books? Book promotion is a complex process that concerns many Departments and Ministries of government. In the interest of proper coordination, one particular Ministry should be designated as fully responsible to handle all matters concerning book promotion. Whether such a Ministry is the Ministry of Education or of Information or of Culture, it should have a Book Promotion Division with adequate staff and technical expertise to sponsor and coordinate book promotion activities, such as import and export of books, research and surveys in different areas of the book industry, seminars and training programmes for the book personnel, subsidies and subventions for the publication of worthy manuscripts of low sales potential, development of children's libraries and the reading habit and provision of liberal credit facilities and fiscal concessions to the book industry. In India it is the Ministry of Education and Culture that has a full-fledged Book Promotion and Copyright Division comprising, besides, Copyright Office and International Copyright Cell, a Book Import Unit, an Export Promotion Unit, a reference library of university level books and a couple of other Sections. The National Book Trust, an autonomous organisation set up to publish popular inexpensive reading material and promote bookmindedness, is also administered by this Division.

In order that books remain a constant effective tool of national progress, book promotion policies should be formulated at the national level and integrated with the overall national development planning. This is best done by establishing what has come to be known as a National Book Development Council—a central agency to stimulate and coordinate the creation, production, distribution and use of books. The Government of India had set up a similar agency in 1967 called the National Book Development Board to lay down guidelines for the development of the book industry and trade in the context of the overall requirements of the country. As a high level central coordinating agency the Board became a forum for continued consultations between the Government and private sector for mutual cooperation and sharing of responsibility in the book field. The Board identified the vital areas of book development in the country and brought together various interests in a complex industry for the promotion of a national cause. During its two tenures of three years each, the Board successfully completed its awoved task of advising on the basic issues which affect the promotion of the Indian book industry and trade. It made many far-reaching recommendations, most of which were implemented in one form or another. The book promotion measures taken in India as a result of the Board's recommendations include 20 per cent tax concession to all book publishers since the assessment year 1971-72 (extended recently to 1985-86), integration of book publishing into university curriculum and organisation of seminars and short-term inservice training courses for the book industry personnel; reduction in postal rates for registered VP book parcels; launching of a massive programme of original university level textbooks in Indian languages; a comprehensive survey of the Indian book industry and trade and anumber of other surveys in different areas in the book field; abolition of the tender system for the purchases of reading materials by libraries; encouragement to co-publishing; reduction in taxation on foreign remittances of royalties; supply of printing paper at a concessional rate to book publishers and import of newsprint for actual users; updating of the Indian National Bibliography and compilation and release of lists of selected titles; rationalisation of book imports; organisation of book exhibitions abroad and participation in international book fairs.

An essential requisite for book development is the presence of national associations of different professions connected with books, who apart from disciplining their members and looking after their professional and economic interest, can also act as a representative body in national and international forums. Fortunately, India has effective national associations or federations of authors, publishers, booksellers, printers, librarians etc. The Book Development Board and the Book Promotion Division have been in close touch with these professional associations and have operated successfully with their cooperation.

Regional and International Cooperation

International cooperation in the fieldof book promotion is manifested by an International Book Committee, which meets regularly underthe auspices of UNESCO to deal with issues of mutual interest to the book promotion and advises on UNESCO's book production programme. This 14-member world committee brings together representatives of the major international organisations concer ned with books. At the regional level UNESCO has set up Regional Book Development Centres in Bogota (Columbia) for Latin America, in Cairo (UAR) for the Arab States and in Younde (Camereon) for Africa. For Asia and the Pacific Region, UNESCO has set up a Regional Book Development Office in Karachi; while there is another Asian Cultural Centre for UNESCO

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in Tokyo, financed mainly from Japanese funds, whose functions and activities are designed to promote the objectives of UNESCO in the field of Culture and Book Development.

The World Intellectual Property Organisation (WIPO) headquartered in Geneva is another UN specialised agency responsible for the protection of intellectual property throughout the world, which includes both industrial property and copyright. Both WIPO and UNESCO have taken a number of steps for the promotion and protection of copyright and for easy access by developing countries to copyrighted works both from developed and developing countries.

The Task Ahead

While a number of initiatives have been taken at the national and international level to promote books, a lot more remains to be done. At the national level some of the problems which need to be looked into are provision of liberal credit facilities and training opportunities to the industry, streamlining book marketing structure, tackling the import of "remaindered" books, further expansion of book exports including export of Indian language publications and ensuring a regular supply of printing paper at reasonable prices.

At the international level, while UNESCO has already launched a world-wide programme of action, an important activity in 1982 would be the organisation of a World Congress on Books which is meeting in London in June 1982 to take a fresh look at the book situation in the world, to note the progress made and the problems that remain, and to examine the fundamental changes that are taking place with regard to books and reading that will affect both industrialised and developing countries in the years to come. The World Congress in Books will therefore be a working meeting a which a general consensus is expecte to emerge concerning a programm of world-wide action that w respond to new conditions and nee and that may be carried out b UNESCO, the book professions ar national authorities.

In conclusion, it may be point out that the book industry is n merely a business enterprise, li most other industries. Apart fro economic considerations, it h many other ramifications—educ tional, cultural, social and even ps chological, the latter because of i relation to community welfare a national morale. It could well b said that the book industry not on furthers the cause of literacy a lifelong education but also contr butes to the mental health of nation. Book development ther fore deserves high priority in a plans and programmes of nation development and international c operation.

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Book Scene in India in Relation to Exports

—Amar Nath*

India is a vast country--the second largest in Asia after China. Though still a developing country in economic terms, India has a very ancient history and culture, and as such has a lot to contribute to the other countries of Asia and the rest of the world. Sanskrit being one of the most ancient languages, our literature and classics have a prominent role to play in spreading knowledge among various countries of the world.

India was a victim of foreign rule for 1,000 years of its history. By the time the Mughal domination over this country ended, the British took over and stayed in power for more than 200 years. This could be a dark chapter in the history of India, but it had another aspect also. The foreign occupation of the country gave us an opportunity to study, analyse and adopt some of the cultural and educational qualities of each of the invaders. Whereas the Mughals introduced to us the Islamic code of conduct, we picked up still more knowledge during the British rule. And this is perhaps the reason that the Indian book scene not only depicts the Arabic and the Persian cultures and knowledge, but English language also influenced us to a great extent, and today India ranks third in producing English books—only after USA and UK.

This multi-lingual nature of the Indian Book Trade has made India a very important producer of books for different parts of the world. Today, Arabic publications from Osmania University, Hyderabad and Dar-ul-Aloom Deoband enjoy a great prestige in the Arabic world. Similarly English publications from India are equally important in UK, USA and other English-speaking countries of the world.

But, we have to admit that Indian publications do not find such a ready market in the world as the American and British publications do. This is undoubtedly due to the lacuna in the export system of our country. As our export system develops Indian books are sure to find a better place in other countries. Today Indian books are moving out to more than 75 countries of the world, though still we are far behind in exploration of foreign markets for our books.

It is also a fact that Indian Literature is being translated in many foreign countries, sometimes even without the knowledge of Indian publishers. During a recent visit to China, we found to our surprise that many of the Indian authors had been translated into Chinese. This is another proof of the universal acceptability and marketability of the Indian literature.

In the field of Science, and Technology also, Indian publications have made a conspicuous mark and nobody can deny that, especially for many Asian countries, which are still under the process of development. Indian publications in those subject fields can make a better impact than even the British and American publications. No doubt Britain and America are much more advanced in Science and Technology than India, but this fact in itself emphasises that for developing countries their publications in these subjects are too hard to be assimilated by scientists in developed countries. Again the level of English language in American and British books on those subjects is not so easily understandable for the masses of many of the Asian countries. This has been proved in the recent years, when many developing countries of Asia found the level of the English books, on these subjects from India more suitable than those originating in the Western World.

One more positive reason for the popularity of Indian books in Asian countries is their comparative inexpensiveness. The price of Western publications is too high to suit the Asian pockets. Due to the lower cost of labour and production in in India, our publications are more suitable for most of the Asian countries. Whereas a book of 200 pages from the Western world would cost US $ 25 or so, an Indian publication of the same size would hardly cost

* Managing Director, Star Publications (P) Ltd, New Delhi-110002

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§ 5-10. And this can help our publications to attract the common buyer in most of the Asian countries, more than the books from Western countries can do.

Another factor which can help Indian book trade to carve out a place for itself particularly in the Asian world is the number of Indians settled outside India. Whether it be in Europe, America or in Thailand, Malaysia and Singapore Indians have settled in such large numbers that they by themselves generate a sizable market for Indian books, for patriotic and cultural reasons.

All these facts prove that the Indian book trade can have an effective way over the Asian and African countries, if our trade can take advantage of the situation. No doubt we have not been able to make a head-way in promoting Indian books in those countries and as such it is essential that a fresh look is given by the publishers, more than that by the Indian government to launch a campaign in a big way in creating an atmosphere where Indian publishers are inspired to take more and more steps in promoting their books in the outer world, specially in Asian countries. We need to impress upon these countries that by importing Indian books, they will simply be enriching their own knowledge. And this will be posisible by organising more and more exhibitions of Indian books in those countries, by emphasising on the government to provide maximum facilities for such promotional activities by Indian publishers. We on our part need to bring consolidated catalogues, frequent annotated lists which can be circulated among the reading world.

This is one side of the picture. Just as Indian publications can find suitability in the outer world, books from other countries, particularly from some Asian countries can also generate a lot of interest among Indian readers. By and by the Indian citizen is getting into the reading habit, and it will be a pleasant change for him if he can lay his hands on some literature from the neighbouring countries. Counries like China, Japan USSR have a lot, which can be translated into English or Indian languages and can interest and benefit the Indian reader. Many foreign writers, particularly from the neighbouring countries have influenced the Indian readers even in the past, and there is no reason that these books will not interest still more under the growing education-level in our country. We must admit that our publications do not include many foreign translations. Even in the modern times, the Asian and African countries are faced with many common problems, and if coordinated studies are made by different Asian countries, it may be easier to find solutions.

It is, therefore, the need of the times that exchange of knowledge among the Asian countries should not be dealt at commercial level along but some committees should be set up which may bring about amity and closeness of education, knowledge and cultural elements among the developing countries of Asia and Africa.

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Indian Publishing
Another Viewpoint

—A. Machwe

In the past few years there has emerged a somewhat distorted perspective on book publishing in India. Two factors have contributed to this. The first, a fairly structured effort by the publisher's lobby to focus attention on some of their immediate external problems—grants to university libraries; availability and cost of paper; industry status to publishing; monopolisation of school level publishing by the government; etc. The other, a relentless attack on publishers by a few authors who have easy access to media and who, based on their limited experience, have pretentions of knowing all about publishing.

Notwithstanding the merits of either position, there is a great need to assess and resolve some fundamental issues which are facing most publishers. By doing this some of the distortions will perhaps get corrected. Also, it is my fear that unless adequate importance is given to this aspect, unabated distortion of the image will continue.

In an attempt to identify some of these issues I talked to a few professionals in different publishing houses. I would have liked to talk to a much larger cross-section, but this was not possible on account of both limitation of time and an unwillingness amongst a few large publishers to let me talk to their second line. Therefore, in this article I have restricted myself to simply stating the main concerns of five professionals; what they have to say is fairly representative of what was said by the others whom I met.

What follows is not in any way intended to be a comprehensive statement of all issues. It is only indicative of the feelings and aspirations of a few honest individuals.

I.V. Ramchandani

(Ramchandani has been the editor of Oxford & IBH for the last six years. She is a graduate in economics and has a post graduate diploma in journalism. She started her career in publishing as a copy editor and is now responsible for commissioning people to write books on social sciences and technology).

Ramchandani strongly asserted that the entire business of publishing at present, is by and large a big compromise. Elaborating on this she said that from contract signing to book release there is one big rush. There is neither the time nor the opportunity to work with the author towards substantially improving the quality of their work. As a result of this compromise most books fall short of a standard which she would like to see achieved. Analysing the reasons, she felt that this compromise is because of the following reasons

(a) Pricing of books restricts imputs which would otherwise be used to improve the quality of content and the quality of production.

(b) Editors in most publishing houses do not either have knowledge of or exposure to the market. As a result publishing is based on what automatically comes and not necessarily on what is required.

(c) There is inadequate research being done in publishing "to identify who to approach for what and why". In the absence of such data compromises will be inevitable.

Commenting on author publisher relationship Ramchandani said that the main cause of the problem is the inability of the publisher to respect the fact that "the author knows what he is talking about". A conscious effort to understand the author's viewpoint in relation to his work will go a long way in clearing misunderstandings. Another aspect which has a bearing on the

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relationship is the confusion in respect of the meaning of royalty in the minds of most authors.

Ramchandani had some interesting ideas on what needs to be done. There is an urgent need to strengthen research so that, using the data base, precious resources get deployed in extending the scope of publishing in a more deliberate and planned manner. Additionally some independent agency like UGC or NBT should evaluate and award ISI type of trade marks for quality to books which meet a certain standard. There is also an urgent need to define and set out standard norms for royalty, which is one single cause of great deal of author-publisher confusion. Finally, Ramchandani felt that there is a need to create a forum in which professionals from various publishing houses can meet regularly and exchange views.

G.K. Pillai

(Pillai is the Business Manager of Tata McGraw-Hill. He started off in the steel industry and has now been in publishing for close to fifteen years. During this period he has handled a range of responsibilities.)

Pillai spoke about several important problems which are facing Indian Publishers for which there are no simple or straightforward solutions. To begin with there is the problem of poor liquidity caused by having to extend long credits on the sale of books against purchase of almost 60% of inputs in cash.

According to Pillai at the present stage of Indian publishing a greater stress on efficient distribution is needed. This is far more critical in comparison to promotion. There is a lack of enough number of distribution channels to cater to the needs of diverse markets. What obtains is a fairly monopolistic distribution situation and the tragedy is that hardly any new investment is being made in this activity to take care of the rapid growth in the publishing industry. Inadequate distribution network combined with insufficient retail outlets will prove to be a major handicap to publishers in the time to come.

Related to the monopolistic distribution situation is the problem of collecting payments from the distribution network. There are hardly any business norms and at times there is complete anarchy as a result of which only the publishers suffer.

While the purchasing power of the book buyer has steadily eroded there has been a substantial increase in the cost of inputs. The problem of shrinking market has got further aggravated on account of the cut backs in book purchase grants to university libraries.

For a while export of books has shown an encouraging trend. But this is at best a result of "patch up effort". To consolidate and improve upon the present level a much more organised effort in terms of promotion and distribution abroad will be required. In the absence of this there is every likelihood of the export business tapering off.

One important shortcoming of the publishing industry is the lack of trained personnel. In general, very little investment is being made by the industry in creating a professional cadre. The absence of professional skills is particularly visible in the editorial function.

Concluding, Pillai believes that there are vast opportunities in Indian publishing and these can only be realised through a joint and concerted effort by the publishers to overcome the various structural problems of the type outlined by him.

A. Shukla

(Shukla has worked for 13 years in publishing. At present he is the editor of Allied Publishers. Before Allied he worked with Orient Longman and Prentice Hall of India.)

Shukla believes that one major failing of Indian publishing has been it's inability to publish viable text-books which would motivate students to think. The onslaught of textbooks which enable students to reproduce answers in examinations continues despite the "great strides" made by publishing in India.

A difficulty he has encountered is in finding suitable authors. Unfortunately, several people, who he felt were suitable, have declined to write basic texts as they felt the time spent would not help them in professional advancement. This is why, despite outstanding academic talent, we still have not published a single international best seller like Samuelson's Economics. There is also a authorship vacuum in books for children. Shukla was quite bitter about the government's ongoing experimentation with the language of education. Unplanned introduction of regional language as the medium of instruction has led to a great deal of amateur publishing which has caused more harm to publishing in general.

X

(X did not want his identity to be disclosed for personal reasons)

Commenting on the "lack of bookmindedness" in India 'X' wanted to know how many books did most publishers read in a year. He complained of a general lack of awareness amongst publishers as a result of which there was not a single English language book published in the last 4 years which he could consider a pioneering work. He went on to say that the publishers are not playing the role of synthesising and presenting knowledge to create a new "space".

One excellent avenue for promoting Indian books is the Book Review page of the Sunday editions of most newspapers. X has analysed the reviews carried by three major papers. Approximately 70% of the

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main reviews in the last one year have been of books on the British Raj Theme and Indian books have only received cursory mention. While the inspiration behind resurrecting the Raj by Western publishers in a situation of serious economic setbacks was understandable, what he could not comprehend was the enthusiasm with which these books were received in India. No publisher protested against the prominence being given to nostalgia and worst still, many followed suite by publishing/reprinting 'Raj' books. In his opinion this phenomenon very succinctly demonstrates the problem of Indian publishing.

H.S. POPLAI

(He has been in publishing for 12 years. At present he is the editor of Wiley Eastern Ltd and before Wiley he worked for Oxford & IBH).

Poplai feels that undercapitalisation, and dominance of publishing by proprietors with a trading outlook have together seriously inhibited the development of a strong publishing base. Also, despite apparent growth, on account of this professionalism in publishing is still a distant dream. While the functioning of various government agencies responsible for assisting in book development leaves much to be desired, no concrete action has been initiated by publishers to ensure maximum availability and utilisation of allotted resources. A case in point would be the UGC scheme for assisting academics to produce high quality educational books. Of late the scheme has been bent towards research monographs and publishers have not raised any objection, specially since there are vast number of areas in which good quality Indian educational books are not available.

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MARKETING CHILDREN'S LITERATURE

Some revelations in the Indian Context

—*Debabrata Das Gupta**

Debabrata Das Gupta, who holds a degree in Economics, is a specialist in Marketing and Market Research from the Institute of Marketing, London. Before joining NBT he has been concerned with the marketing and promotion of a wide range of consumer products at home and abroad.

What induces parents to buy books for their children ? Is it the price, the topic or the intrinsic benefits of reading? In order to probe into the subject National Book Trust, India, some time back questioned over 5000 parents who reportedly purchased books regularly for their children, and analysed the findings. The outcome was revealing and called for initiating indepth studies of the factors which influence the decision to purchase children's literatures in different parts of the country.

As a humble beginning, selected findings from the study conducted by the NBT have been analysed below and certain inference drawn.

It may be mentioned, at the outset, that the study was conducted in Delhi and almost 50 per cent of the parents interviewed were post-graduates with another 19 per cent possessing High School education. The opinion expressed, therefore, was that of the higher educated strata of the urban society, which, according to the respondents, constituted the bulk of purchasers of children's literature. Nonetheless, it was an unbiased opinion of much relevance to the present day context. An interesting feature was that a very high percentage of respondents reported that they made deliberate efforts to spare time to read out to their children—60 per cent of them doing so regularly and 40 per cent occasionally. Among those who regularly read out books (other than textbooks) to their children, almost 55 per cent were either teachers or those associated with education including fine arts, dramatics, publishing, history and culture, and 18 per cent were housewives having regular income. This, when analysed against the education of the respondents, indicated that over 62 per cent belonged to the post-graduate group.

This segment was singled out and questioned about what they might consider as the reasonable price for a children's book. Surprisingly, the unanimous reply was: upto Rs 5. This was a significant revelation since it indicated how, in a pedestrian manner, the educated, urban salaried class assessed the price of children's literature. This also reflected a lack of professionalism to promote children's books and called for concentrated efforts on the part of all segments of the book trade to do everything possible to motivate the parents to pay a higher price for children's literature.

Let us now take a look into what the parents thought to be the important factors regulating the choice of children's books. About 23 per cent of the respondents, more than half of whom were housewives, indicated that the selection should be based on the subject of the book, but hastened to add that the price should be within the limit indicated earlier. About 19 per cent of the respondents considered that the illustrations were the most important factor and were willing to pay a higher price for a really well illustrated book, though they believed firmly that such books were not available. 11 per cent of those questioned, belonging mostly to the white collar group, asserted that when it came to buying a children's book, as different from a textbook, only the price should matter. Subsequent probing among homogeneous groups revealed that this segment considered all books written for the children to be based more or less on the same subject, in the same sort of languages, containing more or less the same kind of illustrations and implying that the benefit and enjoyment derived by reading such books were also more or less the same. Only the price, they thought, was the most important factor here.

If, according to them, the other parents followed their example and purchased only lower priced books, the price of children's books, which according to them was exhorbitant, would definitely come down.

The respondents were asked to

* *Information & Publicity Executive, National Book Trust, India*

The author is grateful to the Chairman, National Book Trust, India for permitting him the use of the data collected during a recently conducted market research survey.

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give their opinion on whether or not they considered the choice of the child as important. Only 17 per cent replied in the affirmative. Analysing the educational background of this segment it was found that over 35 per cent belonged to the below 'High School level category.

It was therefore astonishing that particularly among the educated class, adults should exercise such authority while selecting books for children. It may be mentioned here that the average age of the above group which did not think that the choice of the child was important, was 32.4 years, and over 87 per cent of the respondents in this group had at least one child in the 10-15 years age-group.

It may seem necessary to reverse this trend and create a social awareness by which parents in increasing numbers will encourage the children to purchase books of their choice.

With regard to the question on the benefits of reading it was gratifying to note that 39.2 per cent of the respondents felt that reading was a good habit which needed to be sustained by regular purchase of books. Another 31.7 per cent said that they purchased books in order to help their children develop character and personality. 12 per cent of the respondents, interestingly purchased books for their children just for the sake of purchasing.

As regards preference in the matter of languages, English was cited by 53 per cent of the respondents and Hindi by a little less than 40 per cent. Interestingly, almost 37 per cent of the respondents, whose mother-tongue was not Hindi, stated English as their language of choice. This indicated that either books in regional languages other than Hindi were not freely available in the capital or there was a strong inclination towards books in English among its non-Hindi speaking population.

Correlating the two findings mentioned above, it was seen that 30.6 per cent, or almost the entire group of respondents who said that reading developed character and personality of the children, indicated English as the language of their choice. This may imply that according to a large percentage of parents, character and personality can be developed better by reading English books. Perhaps fluency in English and western mannerisms are considered yardsticks of an accomplished person. This may also justify the fact that even today more than 50 per cent of all books produced in the country are in English.

This is a misconception which needs to be corrected. The truth is that the character and personality of an Indian child cannot be fully developed if books in Indian languages are completely beyond his reach.

The study conducted by NBT covered other areas as well, on which data and opinions collected were recorded. Without going into details, three important points may be mentioned :

(i) The parents are not at all aware of what the fair price for a children's book should be and therefore there is a need to motivate them.

(ii) As in the case of other products used by the children, it is the parents who decide what books should be acquired for their children.

(iii) Books in English, rather than those in the regional languages are considered by parents as tools for developing the character and personality of their children.

Recently, there has been much talk about books, particularly children's literature, becoming so expensive that they are beyond the reach of the common man. One also talks about holding the price line and making cheaper editions available. In the present context of all-round increase in the cost of almost all goods and services, including that of paper, either holding the price line or publishing cheaper editions do not seem to be realistic. What needs to be done instead is to promote books in a manner which will motivate a larger segment of the people to buy them, curtailing other expenditure, if necessary. In view of the fact that almost all purchasers these days have a very limited income at their disposal, the real competition appears to be not between two titles, but between books and other substitutes. Concentrated and deliberate attempts must therefore be made to establish the superiority of books over the other substitutes on which people spend money unhesitatingly. In this context the recent promotional campaigns undertaken by the Organisation of Pharmaceutical Producers of India may be cited as an example. Such campaigns are designed more to educate the public about the facts and correct situation relating to a given industry than to merely promote particular services or a particular product.

The book trade federations and organisations like the Children's Book Trust, etc, should take upon themselves the responsibility of bringing about the desired shift in the purchasing habits of people by establishing the superiority of books over products and services they normally buy. UNESCO can also contribute significantly by providing the much needed financial support.

This will create a wider market for books, including children's literature, and readers will be prepared to pay a higher price.

The second point, viz., parents selecting and purchasing books for their children, is the result of a long-standing custom. Parents in India believe and take pleasure in

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deciding what is right for their children, not only in the case of books but in the case of other products too. It may not be easy to overcome these social attiudes although we are all aware that such restrictions seriously affect the 'decision taking' faculty among children.

To counteract these, efforts may be made discreetly to encourage the children to buy a book as a memento to important incidents and occasions in his life. Thus when a child gets the highest marks in Maths in the class test or when the school team wins the inter school football tournament or even on occasions like the launching of a satellite, a visit by the head of a neighbouring country or an exciting win by India in a cricket test match, a book can be purchased and the occasion recorded inside it. Such books will automatically be preserved and parents may be more liberal in allowing their children to buy a memento of their choice. This will firstly inculcate the book purchasing habit among the children and secondly, enable them to keep a record of important incidents and occasions in a novel manner. This will help the child in building his own library too.

Finally, in order to create an interest towards the purchase and reading of regional language books for developing character and personality of the children, a programme of translating some of the important books from English to other regional languages may be undertaken in the first place. Concurrently, a policy should be evolved whereby a certain percentage of titles brought out every year is published simultaneously in English and selected regional languages, depending upon the location of the publisher. This will create confidence amongst both the children and the parents that books on the subject of their choice are also available in regional languages which they would be willing to buy.

It may not be out of place to state here that the National Book Trust, on the occasion of the 5th World Book Fair, is organising an international seminar on 'Books for All at Low Cost' from 5 to 7 February 1982. The deliberations and recommendations of this seminar will, no doubt, be of much relevance and significance to this vital aspect of book marketing, motivating the buyer to purchase all kinds of books particularly children's literature.

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Soviet Books for the Whole World

*—By Yuri Leonov**

The Soviet All-Union Association, V/O Mazhdunarodnaya Kniga was set up in 1923. In those early days, the turnover of our association was slightly over 200,000 roubles a year. As compared to that the present annual turnover is about 110 million roubles.

In the intervening period we have established business relations with more than 1,000 firms, publishing houses and book trading organisations in 140 countries of the world. More and more firms in all continents today are offering themselves to cooperate with us.

The interests of our foreign partners are most varied. During the past few years we have shipped tens of millions of copies of works by Marx, Engels and Lenin to our foreign customers. There is an ever increasing interest in the writings of Leonid Brezhnev, General Secretary of the CPSU Central Committee. His speeches and statements on Soviet home and foreign policies, and his trilogy *Malaya Zemlya*, *Rebirth*, and *Virgin Lands* have drawn a very wide attention of foreign readers. Documents of the 26th CPSU Congress are in high demand, more than 3.5 million copies having already been ordered.

Fiction makes up about half of our exports. Books produced by the "Khudozhestvennaya Literatura" (Fiction) and "Sovetskii Pisatel" are in constant demand. These are Russian classics and works by contemporary authors like, Yuri Bondarev, Georgy Markov, Valentin Rasputin, to name just a few. The output of the "Malysh Publishers", "Detskaya Literatura Publishing House" and "Molodaya Gvardia Publishing House", designed for children and teenager readers is very popular abroad. It consists of colourfully illustrated fairy-tales, works of foreign and Russian classics for children of any age, Russian folklore, rhymes, poems and short stories of modern writers. Illustrations are drawn by the best Soviet artists. We do not overlook the parents. For them there are books produced by the "Pedagogika Publishing House", which specialises on science fiction, textbooks and educational literatures. Every year Mezhdunarodnaya Kniga offers to the foreign reader over 20,000 titles published in the Soviet Union in the Russian and in other languages spoken in the USSR and also in many world languages including 18 Indian languages. Books put out by specialised publishing houses like "Progress", "Mir", "Russkii Yazik" and "Aurora", which are mostly meant for foreign consumption, are in particularly high demand.

The whole of the civilized world today is familiar with the works by Soviet scholars and scientists on many departments of knowledge. Mezhdunarodnaya Kniga includes over 10,000 monographs, guidebooks and popular series books on various problems of science and technology into its annual export programme. These books are produced by "Nauka", "Energoizdat", "Meditsina", "Vysshaya Shkola" and other specialised publishing houses.

Soviet textbooks, such as *Differential and Integral Calculus* by N. Piskunov, *Problems and Exercises in Mathematical Analysis* by B. Demidovich (in English, Spanish, French and Protuguese), and 4-volume *Fundamentals of Organic Chemistry* by A. Nesmeyanov and N. Nesmeyanov, have earned a good reputation in many foreign countries. In India these are used as textbooks in many colleges, universities and institutes.

There are enough textbooks for those who want to learn Russian language, the language of Pushkin and Dostoyevsky. Our organisation is exporting textbooks and all kinds of teaching aids, conversational guides, phrase-books and dictionaries as well as specialised magazines like *The Russian Language*

* Director-General of V/O Mezhdunarodnaya Kniga, Moscow

* [This article was written by Mr. Leonov on the occasion of the Third Moscow International Book Fair, September, 1981. He gives here his personal assessment of the Third Moscow Fair and a comprehensive analysis of global commercial operations of V/O Mezhdunarodnaya Kniga, Moscow.]

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Abroad and *"The Russian Language at School"*. Altogether, the export of Soviet textbooks has been more than trebled during the past ten years.

Millions of art enthusiasts are studying the exhibits of Soviet fine arts museums in the valuable art publications by Aurora Publishers like, the *Hermitage* or the *Tretyakov Art Gallery*, and from many other albums produced by specialised Soviet publishing houses. The latest ones include a lavishly produced album *Grand Kremlin Palace* brought out in English, German and French by the Aurora Publishers of Leningrad which has also brought out an album of *French Painting of the 17th-20th Centuries, as presented in the A.S. Pushkin State Arts Museum* in German, French, Finnish, Swedish and English languages and many other illustrated publications.

To those who are not satisfied with reproductions, Mezhdunarodnaya Kniga offers a wide range of authentic works of Soviet painting, graphic arts and sculpture. To select art works on sale, our organisation arranges systematic inspection of collections of important works at the USSR Arts Foundation.

Mezhdunarodnaya Kniga extends full cooperation with its foreign counterparts in putting on as much as 1,500 major subjectwise as well as general exhibitions and thousands of local expositions of Soviet printed matter every year. Besides, our association is a permanent participant of the important world book fairs, like of Frankfurt-on-Mein, Belgrade, Warsaw, Sofia, Cairo, Leipzig, Brussels and New Delhi and one of the cosponsors of Moscow World Book Fair.

At the Third Moscow Fair, Mezhdunarodnaya Kniga received a good many orders for books produced by Soviet publishing houses on most diverse subjects from many of the participating firms. Those of capitalist and developing countries have ordered more than 2.5 million copies of social and political publications, scientific and technical works, works of fiction and children's literature and works on art. The biggest orders have been placed among others, by publishors and distributors of Britain, West Berlin, France, Angola, Mexico, India, Tanzania, Botswana, Mozambique, Nicaragua, Algeria, Colombia. Altogether, Mezhdunarodnaya Kniga signed about 90 million roubles worth of export-import contracts during the Fair.

What makes the Moscow Book Fairs interesting is not just an opportunity they offer for the promotion of the export of Soviet printed matter. Mezhdunarodnaya Kniga, for one, is a major importer of foreign books. We import millions of copies of books every year alongwith newspapers and magazines from all over the world. Some of these imports go straight to libraries, research and academic institutions. Yet the bulk of these are put on sale. At the Third Moscow Book Fair our organisation has done brisk business, in cooperation with Soyuzkniga, in buying books on display as well as consignments of full editions.

The results of the Moscow Fair of 1981 will undoubtedly make a notable contribution to the development of international book exchanges, to the promotion of understanding and cooperation among nations and to the noble cause of a lasting peace on the earth.

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Bookshop Exhibitions During the Festival of India 1982

—Tejeshwar Singh

The Festival of India will be inaugurated in London on 22 March 1982, in all probability by the Prime Ministers of India and Great Britain. The Festival, which will last up to the end of the year, is likely to be one of the greatest artistic and cultural events to take place in the UK in recent years. The theme of the Festival is 'Continuity and Change' and the main aim of the Festival is to make the British public aware of both India's rich heritage and her dynamic present. It will be the most comprehensive projection of India, past and present, since Independence.

A whole series of exhibitions, performances and recitals have been planned, including :

Hayward Gallery	:	200 Years of Indian Painting and Sculpture (25 March-13 June 1982)
Museum of Mankind	:	Vasna : Inside an Indian Village (2 April-September 1982)
The Tata Gallery	:	Modern Indian Artists (Spring 1982)
Barbican Centre	:	Aditi : Creations, Celebrations (July 1982)

Books have not been forgotten. The two official events are :

The British Library	:	The Art of the Book in India (April-August 1982)
Commonweealth Institute	:	An Exhibition of Indian Books organised by the National Book Trust (Autumn 1982)

The Indian Festival Committee has set up a Publicity Sub-Committee of which I am a member. This Sub-Committee (chaired by Mr H.Y.Sharada Prasad, Information Adviser to the Prime Minister) agreed that neither of these events is likely to project the reel breadth and range of the books published in India on a commercial basis. Hence, it was agreed to arrange for special displays of recent Indian publications of quality in select bookshops in the UK.

In pursuance of this aim I approached the following bookshops when I visited England in October 1981 :

1. Blackwells, Oxford
2. Heffers, Cambridge
3. Dillons, London
4. Hudsons, Birmingham

With the exception of Blackwells (who were a bit hesitant), these bookshops welcomed the idea and were very supportive. The main feature of this scheme are :

1. The Publicity Sub-Committee will select the best of Indian publications from those submitted by Indian publishers. In addition, advice has been sought from senior acedemics about the most significant publications over the past five years. This process has virtually been completed and a final list of about three hundred books is being prepared.

2. This list will be sent to the participating bookshops who will make a selection and indicate the number of copies they want of each title. The books thus selected will be air-freighted to them on consignment by the Publicity Sub-Committee.

3. These exhibitions-cum-sales are timed for the summer. The books will be either put on window display or in special display areas for at least 3-4 weeks. The Publicity Sub-Committee will select two or three firms to take over the commercial aspects. They will be responsible for collecting the unsold stocks and the sales proceeds from the bookshops and returning them to the original publishers. They will also obtain and supply further stocks as and when required.

These bookshop exhibitions will be publicised in a number of ways ;

1. The most important way is that the *Times Literary Supplement* has virtually agreed to bring out a special number covering Indian books. The same list which will be sent to the bookshops will be sent to the *TLS* and they will let the Publicity Sub-Committee know which books they would like to review.

2. The UK Festival Committee will publish a 16-page tabloid once every two months during the course of the Festival, starting from March 1982. This tabloid will be mailed to 40,000 libraries, institutions, academics and teachers. An article on the Bookshop Exhibitions will appear in the first or second issue of this tabloid.

3. The *Bookseller* will also publicise these exhibitions, especially through its 'Letter from India'.

The hope and aims of the Publicity Sub-Committee is that these Exhibitions will serve to introduce to the British public (and, as a consequence, the British book trade) the scope and strengths of modern Indian publishing. As we all know, there is a curious lack of interest in Indian books in the UK. The Festival of India is seen to be an ideal opportunity to break through this barrier and thereby lay the foundations of a long-term interest in Indian books. It is hoped, therefore, that Indian publishers will support this venture in a big way as they are the ones who will benefit most from these

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International Publishers Association*

What it Does and How it Works

"All who understand the value of freedom of thought, speech and writing, and especially attempts publishers, should unite to maintain that freedom, and firmly to oppose any to restrict it."

The Internationl Publishers' Association, established in Paris in 1896, forms a group of 43 member countries. It is an international professional organisation of national publishers' associations fully representative of the publishers in their country. It aims at being of service to the world publishing trade.

The International Publishers' Association's main objective is to proclaim and defend the publisher's right to publish and to distribute the products of the human mind, without hindrance or restriction being imposed on these creative works.

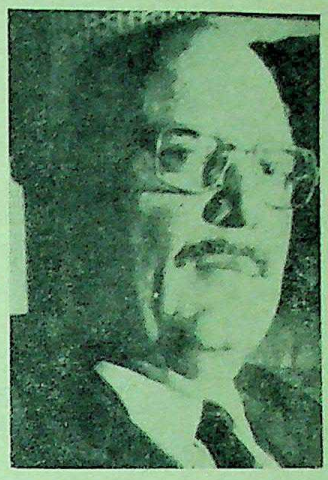
The International Publishers' Association at the same time takes part in the campaign to end illiteracy by encouraging the ever wider circulation of books and other published works and by encouraging the creativity of new writers and publishers in every country in the world.

Two of the most important concerns of the International Publishers' Association are international copyright protecion and the free flow of the products of the mind across international borders unrestricted by economic barriers.

The International Publishers' Association looks after the interests of publishers by taking active participation in all meetings dealing with internntional treaties, conventions, protocols and regulations concerning copyright and the free flow of books and related materials. IPA representation at these meetings ensures the expression of publishers' interests at inter-governmental level.

Through meetings and Congresses, the International Publishers' Association provides a forum for publishers to discuss their problems at an international level.

Sections, groups and committees within the International Publishers' Association look after the varied interests of members:



Manuel Salvat, *President*

J. Alexis Koutchoumow,
Secretary General

—The Music Section handles the music publishers' specific problems

—The international STM Group is an affiliated member which deals with the affairs of scientific publishers

—Internationl Association of Scholarly Publishers

—Regional groups : in Asia, in Latin America and in Europe

—Specialist Committees : Copyright, Professional Training, Information, Electronic Publishing, Freedom to Publish, Financial and Administration.

The International Committee is the supreme body of the IPA in which each member country has two delegates. The IPA's basic policies are established by the International Committee. The International Committee meets at least once a year—usually during tne Frankfurt Book Fair. The International Committee appoints fourteen of its members to constitute the Executive Committee.

The President of the IPA is elected by the International Committee for a period of four years. He represents officially the International Publishers' Association and presides at meetings of the International Committee and the Executive Committee.

The Vice-President and regional Vice-Presidents help to promote IPA aims and activities.

The Executive Committee assists the President of the IPA to work out a policy program to be submitted to and approved by the International Committee.

A full-time Secretary General serves as the chief operating officer and is responsible for managing the IPA's secretariat within the framework of basic policies established by the International Committee. The Secretary General is the spokesman for the IPA at internationl meetings and book fairs. He ensures a regular liaison with international organisations, member associations and the world publishing community.

To implement programs the IPA organises a Congress every four years. One of the principal aims of an IPA Congress is to offer a platform for full and open discussions among publishers from all over the world on basic industry problems.

The IPA cordially invites all publishers to take part in the Congress.

The next Congress will be held in Mexico from 11 to 16 March 1984.

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John Wiley & Sons Celebrates 175 Years of Publishing

—A. Machwe*

As John Wiley & Sons celebrates its 175th anniversary, we reflect on a proud publishing tradition. Founded in 1807, Wiley began to build its reputation for excellence as a scientific and technical publisher in the mid-nineteenth century. We have long recognized our vital role in meeting accelerating informational needs.

Today, in our 175th year of publishing, Wiley remains an independent publisher of educational, business and professional books, reference works, journals and related materials. Our publications are edited, produced, and marketed worldwide through a diversified group of domestic divisions, international subsidiaries, foreign affiliates, and overseas sales offices.

Wiley's publishing programs have paralleled intellectual and technological growth over the past 175 years, and our authors have been in the forefront of this growth. Wiley published pioneering works in electrical engineering (1870s), hydraulics and fluid mechanics (1880s), combustion engines (1886), biochemistry (1890s), organic, physical, and analytic chemistry (early 1900s), thermodynamics (1905), and aeronautics (1920s).

In the 1940s and 1950s Wiley move dearly into such developing fields as statistics, transistors, operations research, cybernetics, and environmental science. The merger Wiley of with Interscience in 1961 created a publisher of scientific and technical books and journals with an international reputation for scholarship and quality.

As the social sciences and business administration areas became increasingly important for both students and professionals, Wiley expanded its publishing programs for those professions. Psychology, sociology, management, political science were other major programs developed since the 1930s.

Wiley established a separate Medical publishing division in 1973 to publish books for practicing clinicians and researchers. In 1977, Wiley acquired The Ronald Press Company, a publisher of college textbooks and professional books in business, engineering and the social natural sciences.

Wiley's publishing programs have been at the forefront of change as science has expanded the limits of the possible, as the United States has become a highly technological society and as industrial development has created worldwide sources and markets for our publications.

STALWARTS FROM WILEY

W.B. Wiley

W. Bradford Wiley, a great, great grandson of the founder, joined the firm of John Wiley & Sons, Inc. in 1932, its 125th year. Twenty-four years later, after serving as a representative, sales and editorial manager, officer and director, he became President and Chief Executive Officer and later Chairman. In 1979 he was elected Chairman of the Board of Directors and the Executive Committee. Mr Wiley is also a director and chairman of John Wiley & Sons Limited, Jacaranda Wiley Limited, John Wiley & Sons Canada Limited; vice president and director of Limusa, S.A., Mexico, and director of Wiley Eastern Limited, New Delhi.

Mr Wiley has been a director of the American Book Publishers Council, and director, vice president and president of the American Educational Publishers Institute. When the Council and the Institute were consolidated in 1970 to become the Association of American Publishers, Mr Wiley was elected a director and served for two years as its first Chairman. Other publishing-related activities of Mr Wiley include chairman, Franklin Book Programs (1964-1966); member of the United States Government Advisory Committee for International Book and Library Programs (1962-1969) and chairman (1967-1970); United States representative to the International Publishers Association (1962-1976) and member of the Executive Committee (1968-1976), and chairman of the IPA and STM Copyright Committee (1981).

Chief Executive, Wiley Eastern Limited

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Mr Wiley graduated from Colgate University in 1932 and attended the 25th Advanced Management Program at the Harvard Business School in 1954. In 1966 Colgate University awarded him the honorary degree of Doctor of Laws for his contributions to international publishing, especially in developing countries. Mr Wiley was a trustee of Colgate University (1968-1974; 1979-1981). In 1976 Mr Wiley was elected a trustee of Drew University where he is chairman of the Academic Policy Committee. In 1978 the Faculty of International Affairs of Columbia University appointed Mr Wiley an Andrew Wellington Cordier Fellow.

Andrew H. Neilly, Jr.

Andrew H. Neilly, Jr., was born in Baltimore, Maryland, December 28, 1923. In 1930 his family moved to Rochester, New York, where he completed his elementary and high school education. He entered the University of Rochester in 1941, leaving in 1943 to join the United States Army. While in the Army, he attended Alabma Polytechnic Institute, the University of Nebraska, and the University of Texas Medical Branch. On his discharge in 1946, Mr Neilly returned to the University of Rochester and received a Bachelor of Arts degree in English in 1947.

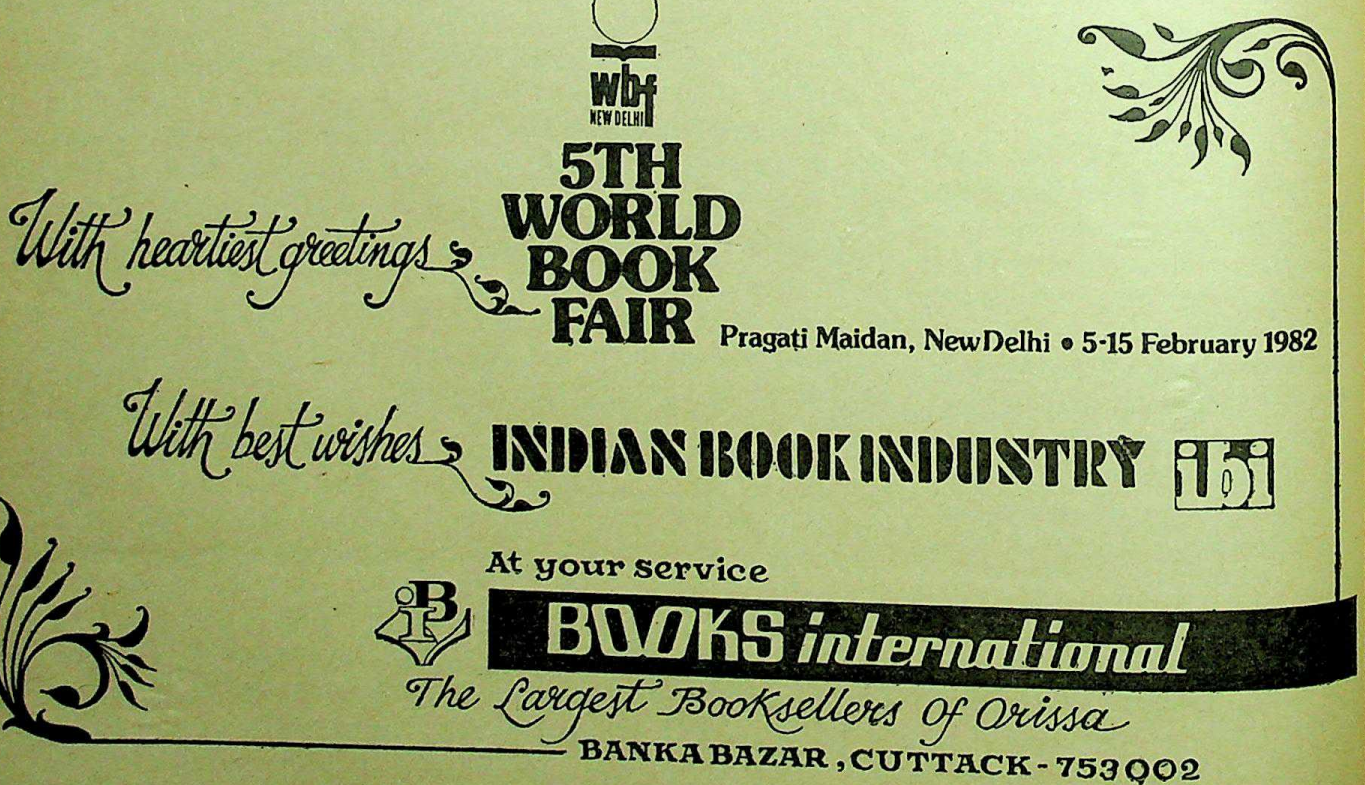
Immediately after graduation, he became a college representative for John Wiley & Sons, Inc., one of the oldest publishing firms in this country. Wiley publishes in a wide range of subjects in education, the professions, and research and development. Mr Neilly was a sales representative for four years, returning to the New York headquarters of the company in 1951. He was successively assistant sales manager, advertising manager, assistant vice president, and vice president and general manager of the Marketing Division. He was made a director in 1961, and elected executive vice president of the Corporation in 1967. He attended the 45th Advanced Management Program of Harvard University's Graduate School of Business Administration in 1964.

In 1971, Andrew Neilly was elected president and chief operating officer of John Wiley & Sons, the first non-member of the Wiley family to hold this position. On June 21, 1979, he was elected Chief Executive Officer.

On April 27, 1975, Mr Neilly was elected Chairman of the Association of American Publishers for the 1975-76 term. He served as Chairman of the Book Industry Study Group from its organization in 1976 until September of 1980, and remains a member of the Board of Directors.

Mr Neilly is a member of The Players, New York City. He is a Trustee of the University of Rochester, Chairman of the Overseers Visiting Committee to The Harvard University Press, and on the Board of the Association of American Publishers.

Mr Neilly lives in Weston, Connecticut, with his wife, the former Janet Dayton. They have three children, Susan, Thomas and Sarah.



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Publishing in Public Sector

—AMRIK SINGH,* IAS

Books occupy a prominent place in advancing the quality of life in all societies in all the developing countries. The concept of quality of life varies from individual to individual, culture to culture and country to country. In brief, the quality of life is a dimension of living beyond the physical and material but surely not excluding the essentials of life. The quality of life is comprised of values rather than wealth, of happiness and harmony instead of quantitative attainments of money incomes and Gross National Products.

The chief concern of society dedicated to the quality of life is to rear self-less balanced and gracious individuals constantly involved in the pursuit of higher goals of life. In the realm of national planning, the concept of quality of life is closely linked to development. The larger concept of development goes beyond the quantitative measures and limited goals to certain higher values such as justice, harmony and freedom in society, and creativity in the individual. The new concept of quality of life in development is relevant to the materially poor societies, the so-called developing countries of the Third World.

The happiness of the individual or the measure of his life's quality depends upon individual's relations with himself, his relations with his fellow beings or his society and his relations with God or that Supreme power, which takes him to higher realms of awareness. The strength of the society depends upon the competence and maturity of its individual members. The sole end of the society is to raise and restructure free, disciplined and aspiring persons for the well being and happiness of all. Towards this end, the cultural modes and instruments play an important role and these modes, among the habit of reading the books is most relevant. Books perform an essential role in promoting the quality of life and this role assumes much higher dimensions, when a traditional culture is in the process of transition from the dead tradition to literacy.

The books play a threefold role :

(i) give useful information and impart knowledge;

(ii) provide a source of entertainment and afford a good pastime;

(iii) inspire the individuals to creative thinking.

As an instrument of education and culture, the books continue to occupy a pivotal place in their effectiveness. The audio-visual media, the radio, the films and television have advanced potentially but they do not and cannot replace the book. On the other hand, they promote literacy. The cultural life of the individual is moulded by the quality of his environment. The audio-visual media only supplement the role played by the books in training the human mind towards better living and higher goals. The books afford an effective means of communication of minds beyond time and space, and no scientific invention could ever match this precious role of books in the life of the individual. Article I of the "Charter of Book" rightly proclaims : "Everyone has the right to read". Unfortunately the picture of literacy in our country is bleak and there are a few silver linings in the horizon. While the percentage of literacy is going up slowly, but steadily, the number of illiterates also continues to increase side by side. So we shall continue to have lowest literacy rate in the world by the end of century.

Book Development

In the above context, the State has a special responsibility for book-development and promoting book mindedness among the largest number of people.

To promote the habit of reading and bookmindedness among the common folk, it is essential for the state to devise its future education policy in a manner whereby the quality of books produced is substantially inproved with a view to promoting the cultural life of the nation. Moreover, the books should be reasonably priced so as to be easily accessible to the common

* *Controller of Publications, Government of India*

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man. We must evolve the right policy and ensure proper implementation of the programme of book development for improving the quality of life.

Apart from making available good books at cheap rates to the adults, there is imperative need for providing useful and interesting books to the children in the school age group because it is at the foundation stage that a child is able to mould his habits and character for the future. If we want millions to become the ideal citizens of the nation, we have to start at the grass root level and feed the educational needs of the children in a befitting manner. These books should not only provide moral and bookish knowledge, but also impart basic knowledge on the subjects such as human physiology, science, general knowledge especially relating to India and of the environments around. It is high time that the state takes stock of the situation and frames its policies and programmes to cater to the educational needs of the community in the best possible manner within of course the available resources. Besides literal education, there is need to impart moral and spiritual education so as to build up the character of the students who constitute the backbone of the developing nation. In the present situation, the need to boost the morale of the children particularly the youth is still more pressing than ever before.

Government Publications

Government publications constitute a major portion of the books published in public sector. These publications are comprised of Administrative Reports, Statistical Reports, Commission and Committee Reports, Research Reports, Bills, Acts, Laws, Codes, Law Reports, Digest, Rules and Regulations, record of proceedings of Parliament besides literature, informative publications, pariodicals, maps and charts etc.

The scope of government publications is fairly large in a developing economy. It is a well known fact that printed publications on a variety of subjects contain the most reliable, authentic available information on the policies and programmes of the government and the best media to keep the public mind informed of its activities. Another important feature peculiar to government publications is that these are very inexpensive, rich in contents and easily accessible to the common man. These publications provide useful material to all sections of the society including the farmers, educationists, capitalists, industrialists, legal practitioners and so on. Besides the basic need of food, shelter and clothing, the people do require to be trained mentally and for that matter, the value of government publications in disseminating knowledge cannot be undermined. The object of the government is to make available its publications to educate the people in various walks of life and to focus the public mind to new ideas and techniques used by the government machinery for the progress of nation and overall benefit of the people.

Publishing in Public Sector

Book publishing presents an unfettered opportunity for free expression and for improving the quality of life. The role of the elite in developing countries is considered important because the leaders are responsible for moulding public opinion and determining policies. In a developing society the ability to disseminate knowledge which is primary task of a publisher assumes special significance because this knowledge is the foundation on which the society is to be built. As such the publisher must set high standard of excellence in quality book production. Publishing in private sector is not bound by procedural bottlenecks as in the public sector. On the other hand publishing in public sector is on a much larger variety of subjects and colossal useful information/data is printed and made available for distribution and sale in the form of government publication at very moderate prices. The object in doing so is to disseminate information to the people about the policies and programmes of the government. So the book production in a public sector is not motivated by the profiteering factor. However, there is need for updating the data contained in various government reports and statistical handbooks and to reprint the revised editions in a more prompt manner, otherwise it leaves a cushion for the private sector to grow and make undue profit by bringing out private publications containing more up-to-date information.

Organisation

Government of India, Department of Publication which emerged as a full-fledged department in 1973 and forms an integral part of the PSP Division of the Ministry of Works & Housing, was established in April, 1924. At the initial stage, it was known as the Publication Section in the Central Government Press located at Calcutta. After less than a decade in 1933 it assumed a separate entity as Publication Branch with a Manager as its apex, shifted to Civil Lines, Old Secretariat, Delhi. The Publication Branch handled 85 per cent of government publications of 184 Departments (Ministries, Attached and Subordinate offices of the Central Government including semi-government institutions and autonomous bodies.

The Department handles 75,000 titles and ranks as the second largest publisher, stockist, distributor and seller of government publications after HMSO, London. The latter

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produced only 90,000 titles in 186 years since its inception. At present, the Department is headed by the Controller assisted by one Dy. Controller, five Asstt. Controllers, one Financial Officer and one Hindi Officer. It has the following organisational set up :

(1) Main office of the Controller of Publications, located at Civil Lines, Delhi.

(2) Two Sales Depots—(i) Kitab Mahal, Baba Kharag Singh Marg, New Delhi, and (ii) Govt. of India Book Depot, 8-K.S. Roy Road, Calcutta.

(3) Five Sales Counters (i) Head Office, Civil Lines, Delhi-110054 (ii) Udyog Bhawan, Gate No. 13, New Delhi, (iii) Delhi High Court, New Delhi, (iv) Union Public Service Commission, New Delhi, and (v) CBR Building, IP Estate, New Delhi. The Sale Depot at Bombay is likely to be reopened shortly.

Activity

In addition to the book depots/ sales counters, the publications are sold through a net-work of 896 agents (including 24 foreign agents, 150 Sale and Return agents and 365 Employment Exchanges. Supply of publications is also made directly from the Head Office to the Central Government Departments, State Governments, and semi-Government institutions, universities and libraries, etc., and to the public.

During the last three years, the Department has brought about singificant changes and streamlined its working so as to boost the sales and ensure quicker supply of publications to all concerned. The Agency system has been completely overhauled. Better incentives have been proposed for selling government publications in a big way. The revival of the closed Sales Depots/ Counters of the Department at Delhi High Court, UPSC and CBR Building, New Delhi is one of the major steps taken for pushing up the sales.

The Department has brought out latest catalogue of government publications with 2,000 important titles and 34 periodicals corrected upto April, 1981. The lists of New Arrivals are regularly released every month to the Agents and to the members of the public through the press.

As a result of sustained hard work and dynamic leadership, the sales have reached the record figure of Rs 155 lacs during the year 1981-82 (upto 31.12.81). The value of advertisements secured during the year 1981-82 (9 months) is Rs 35 lacs which is double the amount earned during the year 1979-80. The work regarding recovery of outstanding dues has broken all the record of past performance. A sum of Rs 25 lacs is expected to be recovered by the end of the year 1981-82, as against Rs 12.21 lacs recovered during 1979-80.

The supply of newly released publications to US Library of Congress under the Exchange Agreement and the resumption of sale of publications of the Publications Division (Ministry of I & B) after a lapse of about 8 years are some of the laudable steps taken by the Department for achieving higher efficiency.

The Department is being reorganised on the lines recommended by the Department of Administrative Reforms to make it run on sound financial footings. As a result of the reorganisation proposals, which is under active consideration of the Government, some new avenues of promotion would be provided to the employees. The object is to encourage all those who have done good work to push up the sales to the maximum. The marketing Division is being set up under the reorganised system which is expected to further boost the Sale and Supply of government publications. A special Cell functions under a Branch Officer to expeditiously attend to the complaints of delay in supply and allied matters. Whereas a lot has already been accomplished, yet there is considerable scope for planning and promoting sales further as also for further expansion to achieve higher efficiency and optimum results.

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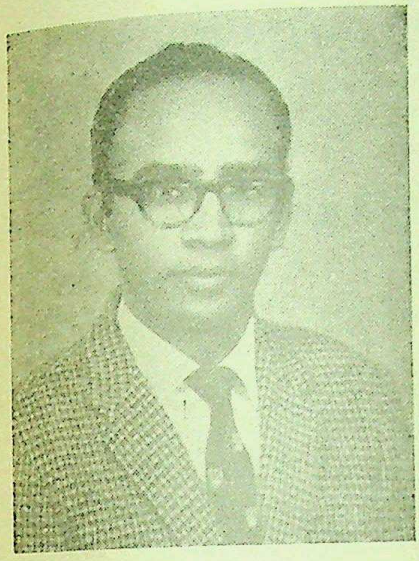
MARGA INSTITUTE

(Sri Lanka Centre for Development Studies)



Mr Mervyn Herath

The Marga Institute (Sri Lanka Centre for Development Studies) is represented at the Fifth World Book Fair by its Managing Consultant Publications, Mervyn Herath. An accountant by profession, he was Company Secretary/Chief Executive at Victor Gollancz Ltd (Publishers) London for nearly fifteen years. On his return to Sri Lanka in 1970 he formed his own publishing house Hansa Publishers Limited. He has been associated with the Marga Institute since its inception in 1972. In the same year he was invited by the Government of Pakistan to conduct a series of lectures in Karachi and Lahore in book publishing. In 1972/73 he was appointed Consultant to the UNESCO Regional Centre for Book Development in Asia, Karachi, Pakistan. During this period he visited several countries in Asia including Vietnam, Camobdia, Thailand and Singapore in an advisory capacity on Book Development.

The Asian Cultural Centre for UNESCO, Tokyo, Japan, appointed him as a Member of the Mobile Expert Team on Publishing and Distribution and visited Laos, Burma, Malaysia, the Philippines and India.

Mr Herath has visited over thirty countries on various assignments. He was the founder President of the Sri Lanka Publishers Association and the Children's Literature Association of Sri Lanka.

He is at present an Executive Committee Member of the National Book Development Council of Sri Lanka.

The Marga Institute (Sri Lanka Centre for Development Studies) is a private, multi-disciplinary research organisation which was established in April 1972 and is registered under the Companies Act as an autonomous non-profit-making institution. Its main activity is critical, non-partisan, value-oriented research into development issues in Sri Lanka and the Asian Region and the publication of its studies. These would be of value to policy-makers as well as to scholars and research institutions both within the Island and overseas.

The Institute offers an open forum for the discussion of several controversial national issues.

Besides discussing within the Institute the research of its own staff (who now number 150) it tests its programmes by seeking additional insights and exchanging information with other scholars and institutions by conducting seminars nationally and regionally. From about 1978 the Marga Institute has either on its initiative or with its close collaboration helped to bring together a growing number of Asian scholars and research institutions in an attempt to devise Asian strategies for the solution of the development problems of the region.

It has also been associated with seminars at international level, has undertaken collaborative studies with foreign research organisations, in particular to Third World issues, and carries out projects for United Nations agencies as well.

In 1978 the United Nations University selected the Marga Institute as the first Associate Institute in its Human and Social Development Programme. The Institute is also an affiliate of the International Federation of Institutes for Advanced Study (IFIAS) and the Association of Development Research and Training Institutes of Asia and the Pacific (ADIPA). Its publications are exchanged with over 50 institutions spread over 15 countries.

The Institute also publishes the *Marga Journal*, a quarterly devoted to the discussion of development issues in Third World countries in general, and in particular to Sri Lankas' society.

The Institute's other publications in English fall into three categories:

1. Research studies by own staff or scholars commissioned by the Institute.
2. Papers prepared by the research staff, articles in the *Marga Journal* and papers commissioned by the Institute.
3. Papers and reports written in connextion with National/ Regional/International seminars organised by the Institute or in which members of its staff have participated.

A programme of translation of 100 books into the Sinhala and Tamil languages is another aspect of the Institute's publications.

A Children's Book Programme in Sinhala and Tamil, a Marga Glossary of Scientific Terms on Sinhala and a Learning Aids Programme in Sinhala for G.C.E. Advanced Level Students are among the other publications.

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FEDERATION NEWS

TENTH ANNIVERSARY CELEBRATIONS OF FIP

In celebration of the Tenth Anniversary of the Federation of Indian Publishers, the Federation is organising a high level Seminar on International Marketing of Books for the benefit of senior personnel engaged in book publishing in India. The Seminar will discuss international experience and practices in the marketing of books and determine the extent of their relevance and applicability to books published in India. The subject will be handled by teams of experts from USSR., USA, UK. The talks will be followed by group discussions.

Date and Venue
Feb. 6-9, 1982
at Pragati Maidan, New Delhi

Chairman
Narendra Kumar
Rapporteur
Abul Hasan

International Seminar on
Piracy and Copyright
(Feb. 9, 1982).

(*FIP Programme of Meetings at the World Book Fair*

FEB 4	
11 a.m.	Inauguration of Federation House
12.30 p.m.	Meeting of the Executive Committee
5.00 p.m.	Inauguration of the World Book Fair
FEB 5	
9.00 p.m.	N.B.T. Seminar
7.00 a.m.	FIP Reception at the Taj
FEB 6	
9.00 a.m.	N.B.T. Seminar
4.30 p.m.	Registration of participants to the Seminar on International Marketing of Books
5.30 p.m.	FIP Reception at National Sports Club of India
FEB 7	
9.00 a.m.	Seminar on International Marketing of Books
2.30 p.m.	N.B.T. Seminar
FEB 8	
9.00 a.m.	Seminar on International Marketing of Books
FEB 9	
9.00 a.m.	International Seminar on Piracy and Copyright
11.30 a.m,	Inauguration of Afro-Asian Publishers Association
5.00 p.m.	Awards of Certificates to participants to the Seminar Prize Distribution for Excellence in Book Production

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NEWS & EVENTS

UNESCO WORLD CONGRESS ON BOOKS

The Congress will be held in London from 3 to 11 June 1982. UNESCO will be able to meet travel and daily subsistence allowance for a limited number of participants from developing countries and other financial sources are also being sought to ensure the attendance of additional participants. All professional associations, national and international, and governments wishing to suggest representatives they would like to send at their own expense to the Congress are requested to inform the Congress Secretariat as soon as possible.

INTERNATIONAL BOOK FAIRS
London Book Fair

London Book Fair, 6th to 8th April 1982 at the Barbican Arts Centre. For further information contact Mr Brushfield, 16 Pembridge Road, London WII 3HL, England—The London Academic Book Fair will be run jointly with the London Book Fair.

CAIRO 14th INTERNATIONAL BOOK FAIR

Cairo 14th International Book Fair, 28 Jan—8 Feb 1982. For further information contact the General Egyptian Book Organisation Cornish el Nil, Boulac, Cairo, ARE (Egypt).

THE BRUSSELS INTERNATIONAL BOOK FAIR

The Brussels International Book Fair will be held from 13th to 21st March 1982 at the Centre International Rogier. The theme of the fair will be from Book Art to Reading Art. Further details and application forms are available from J de Raeymaeker, International Book Fair, 111 Av. du Parc, 1060 Bruxelles, Belgium.

INTERNATIONAL BOOK FAIR IN MEXICO

International Book Fair in Mexico, will be held in February 20-28, 1982. For further information contact Leigh W. Lockwood, Feffer and Simons, 100 Park Avenue, New York, NY 10017, USA.

INVITATION TO JOIN THE IASP

Anybody who wants to apply for membership in the International Association of Scholarly Publishers will have to fill in the application form.

Four copies of the catalogue or list of publications will have to be enclosed.

If one would like to become a member, but currency regulations or other restrictions make it impossible for him to pay the membership dues of US$ 50a year, he may write to the President of IASP, Edvard Aslaksen, Universitetsforlaget, Box 2959 Toyen, Oslo 6, Norway.

THE HUENEFELD COMPANY, INC. PUBLISHING CONSULTANTS

The Huenefeld Company is a small United States firm of management consultants to book publishers.

They advise the chief executive officers of small to medium-sized (under US $ 10 million annual sales) publishing organisations. This includes many not-for-profit associations not primarily engaged in publishing. They give advice on organizational development, small group dynamics, publishing/planning techniques and other aspects of the chief executives responsibilities. They also conduct training seminars for general, editorial, marketing and business managers of publishing houses in the US.

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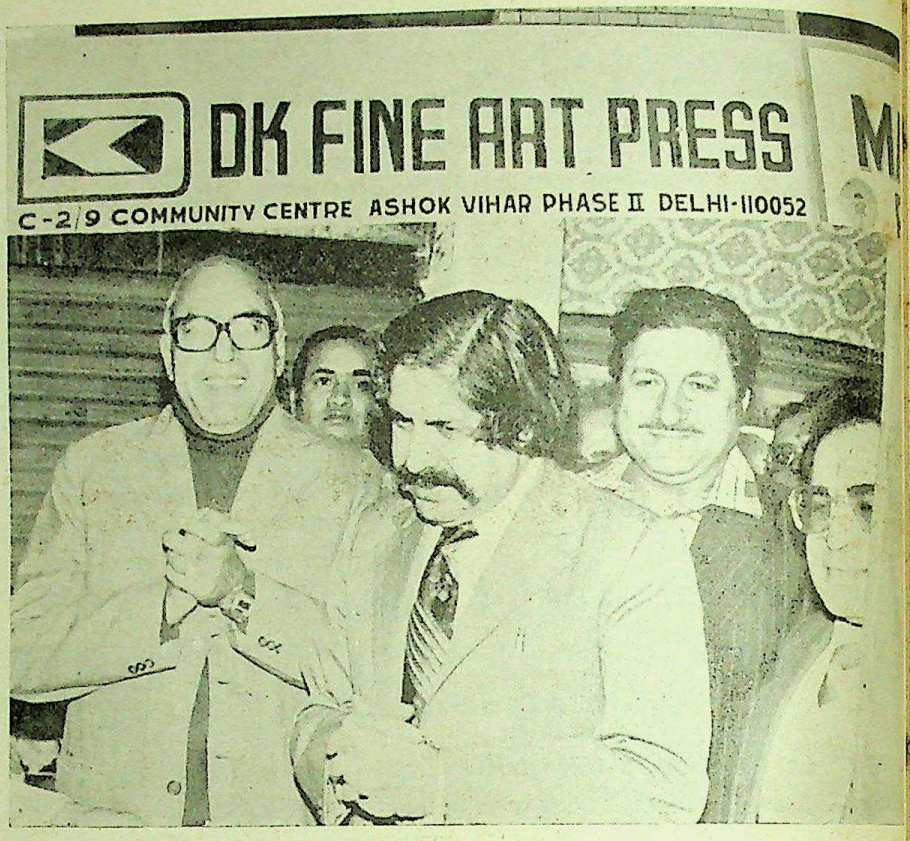

(*Mr Narendra Kumar & Mr O.P. Ghai at inauguration Function*)

DK FINE ART PRESS INAUGURATED

Mr Narendra Kumar, President FIP inaugurated DK Fine Art Press, a printing unit of DK Publishers, Distributors at Ashok Vihar Community Centre on 11th Dec. 1981. The proprietor of the press Mr Promod Mittal, son of Mr IC Mittal, the distinguished DK Publishers' Distributors, Delhi, said that his press has been specially set up to do quality printing job in colour of which there is great demand in Delhi.

WANTED RELIABLE SUPPLIER OF INDIAN BOOKS

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Klaus Renner D-8021 Hohenschaeftlarn (West Germany).

MAILING LIST OF INDIAN SHOPS IN AMERICA

Mr Kunnuparampil P. Punnoose, editor, "Literary Market Review" had been to the United States recently on a four month study tour of publishing and bookselling in the country.

He has compiled a list of three hundred leading Indian restaurants and grocery stores all over America by mailing out a questionnaire to them.

According to Mr Punnoose, these restaurants and stores are the best retail outlets for general adults, books in English and regional languages and children's books in English. None of these restaurants and stores stock Indian books at present although some of them do stock American magazines.

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OBITUARIES

Dr Dattatreya Ramachandra Bendre died in Bombay on 26th October. Dr D.R. Bendre was a renowned Kannada poet won Jnanpith and Sahitya Akademi award and poet Laureate of Karnataka.

Dr Tryambak Govind Mainkar, director of the Bhandarkar Oriental Research Institute., died on 17th September, 1981, following a heart attack.

P. Sri Acharya, Tamil Scholar died on 28th October, at Bhimmarajpuram. He was 95.

Mr G. Aswathanarayana Reddi, Head of the Department of English, Institute of Correspondence Course, Mysore University passed away following a heart attack at Houstan, USA on September 22. He was an eminent Kannada writer.

BOOK RELEASES

Vice-President M. Hidayatullah paid warm tribute to Pt. Govind Ballabh Pant while releasing his biography written by veteran journalist and author M. Chalapathi Rau on 16th Dec 1981.

Prime Minister Indira Gandhi released "Maharaja Ranjit Singh as Patron of the Arts" at 1 Akbar Road on 17th Dec 1981. Punjab Chief Minister Darbara Singh presided over the function.

CSIR Vice-President Nurul Hassan has released the book "True Friend of India" to mark the 75th birthday of Mr L.I. Brezhnev, President of the Soviet Union at Hotel Imperial.

Dr Salim Ali, President Bombay Natural History Society, released a book "Revive our Dying Planet (An Ecological, Socio-Economical & Cultural Appeal)" written by Sarala Devi, on 12th January 1982 at National Museum of Natural History, Barakhamba Road.

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Star Publications (P) Ltd., New Delhi have recently renovated and expanded their Asaf Ali Road Showroom, thus making it a two-floor shop on the basis of British bookshops. This new showroom has, besides books, now added stationery, cards and English books under the name of "THE MARKETING SHOP" and is claimed to be the 'only-shop-of-its-kind' in whole of India, where not only books in English, Hindi, Urdu, Punjabi, Gujarati and other Indian languages, but also allied items like office stationery, greeting cards, movelties and children literature are nicely displayed in separate sections.

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All individuals, institutions and publishers of the area, are hereby requested to supply them copies of their latest Indological Publications and catalogues regularly, published since July, 1981, so that they may get the same approved and place order for purchase.

"SOVIET-LAND" NEHRU AWARDS FOR 1981

The Soviet Land Nehru Award Committee has announced their decisions regarding the awards for prizes. The three top prizes of Rs 10,000 and a two-week Trip to the USSR went to Prof O.N.V. Kurup, Mr K.S. Duggal and Dr A.V. Baliga Institute of Russian Studies Bhopal. Prof Kurup got the award for his outstanding contribution to the cause of humanism and Indo-Soviet friendship and peace, particularly for his collection of poems entitled uppu (salt) in Malayalam. Mr K.S. Duggal is awarded for the totality of his writings in Punjabi for the cause of humanism, world peace and Indo-Soviet friendship.

THE NEW OFFICE BEARERS OF FEDERATION OF BOOKSELLERS AND PUBLISHERS ASSOCIATIONS IN GUJARAT

The New Office bearers of the Federation of Booksellers & Publishers Association in Gujarat selected in the annual general meeting held on 21st Nov. 1981 are :

President :	Shri Rashmikant J. Shah
Vice-President :	Shri Balkrishna M. Shah
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IASP-REGIONAL REPRESENTATIVE

Miss M.A. Sifuniso, University Publications Officer, The University of Zambia, Institute for African Studies has accepted to serve as regional representative for parts of Africa, south of Sahara on the Executive Committee of IASP.

Her address is : P.O. Box 30900, Lusaka, Zambia.

NBT SILVER JUBILEE

NBT will complete 25 years of its existence in August 1982. In course of its celebration of Silver Jubilee year the trust would, besides many other activities, organise an Essay Competition for School children on "Why I Read a Book."

CENTRE FOR INDIAN LITERATURE

About 125 titles of Hindi Literature (creative and critical) published in English will be displayed under the name and style of Centre for Indian Literature in 5th World Book Fair. This cover all the trends of Hindi Literature such as critical and creative. This Centre is being organised by Shri R.S. Bansal of Bansal & Company, Navin Shahdara, Delhi-32 who is a publishers of the 15 Volume series "Contours and Landmarks of Hindi Literature" under the editorship of Dr Nagendra—seven books of which have already been published.

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DR RAJENDRA PRASAD AWARD FOR THE BEST ORIGINAL STANDARD BOOKS IN HINDI ON AGRICULTURE INCLUDING ANIMAL SCIENCES AND FISHERIES 1982

Applications are invited for Dr Rajendra Prasad Award for the year 1982 for standard original books/manuscripts in Hindi on agriculture, animal sciences including fisheries published/written between April 1981 to March 1982. Books written by more than one author can also be considered. Five copies of the books/manuscripts for the award, may be sent in a sealed cover marked 'Confidential' to Shri Rup Ram, Additional Secretary-(A), Indian Council of Agricultural Research, Krishi Bhawan, New Delhi-110001, latest by 31st March, 1982 in a prescribed form obtainable from him.

TECHNICAL TITLES FROM ALL INDIA FEDERATION OF MASTER PRINTERS

The All India Federation of Master Printers have brought out the following three titles.

1. Offset Platemaking-Deep Etch Process Rs 50 each
2. Offset Platemaking Album in Process Rs 32 each
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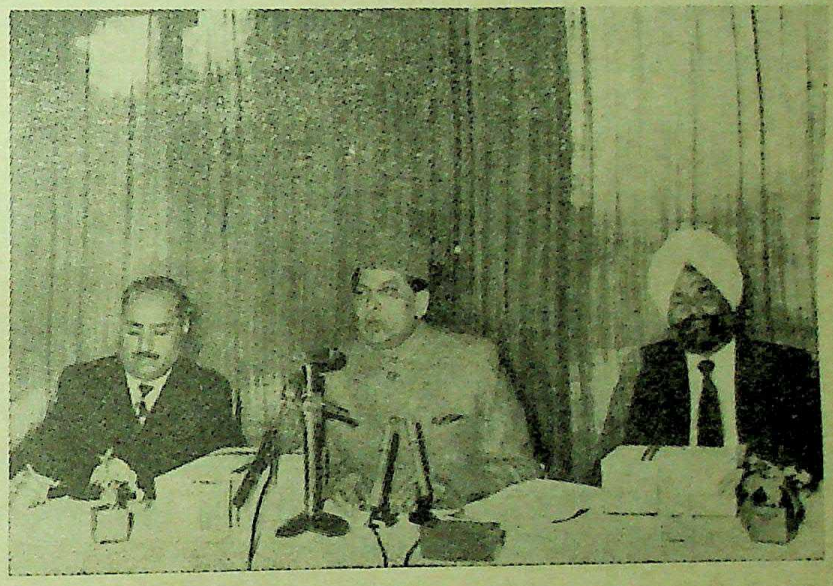
It is requested to place the order with Shri B.P. Sharma, Executive Secretary, AIFMP, E-14 South Extension Market II, 3rd Floor, New Delhi-110049.



Mr Vasant Sathe addressing at the Release Function

MR VASANT SATHE RELEASES ASIAN GAMES : A BOOK OF COMPLETE RECORDS

Hon'ble Minister for Information and Broadcasting Mr Vasant Sathe made a fervent plea for including some of the indigenous games in the Asian games calender. Releasing on 15th Jan 82, Rupa's "Asian Games, A Book of Complete Records of Asian Games", written by Mr Gopesh Mehra of UNI, the Minister said that if games like Baseball and Cricket could be popular in this country, there was no reason why games like Kabaddi and Guli Danda should not be brought to the same level of popularity.

Presiding over the function, Mr Buta Singh, President, SOC, chided those who criticise the expenditure being incurred on the preparations of Asian Games later this year and said that these people do not appreciate that this is an investment for the future and would provide modern sports facilities to our young sportsmen and women, to help them to fulfil their aspirations in the field of physical education.

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SARDAR VALLABHBHAI PATEL AWARD SCHEME FOR BOOKS (ORIGINAL OR TRANSLATED) IN HINDI IN THE FIELDS OF PUBLIC ADMINISTRATION AND MANAGEMENT SCIENCES

The Government of India have decided to introduce a Scheme known as Sardar Vallabhbhai Patel Award Scheme for books (original or translated) in Hindi in the fields of public administration and management sciences. The main object of the scheme is to encourage the production of standard literature in Hindi Language in these fields.

First Award of Rs 10,000

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Two annual prizes of Rs 3,000 each will be given for translations into Hindi of standard books originally written in languages other than Hindi in the aforesaid fields.

As this is the first year of the awards, all original books published upto 31st December, 1981, manuscripts and Hindi translations of standard books in the fields of Public administration and management sciences will be considered for the awards The last date for receipt of entries is 31st March, 1982. Entry form and further details can be had from Under Secretary (Admn.), Government of India, Department of Personnel and Administrative Reforms, 5th Floor, Sardar Patel Bhawan, Sansad Marg New Delhi-110001.

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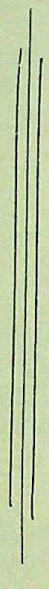

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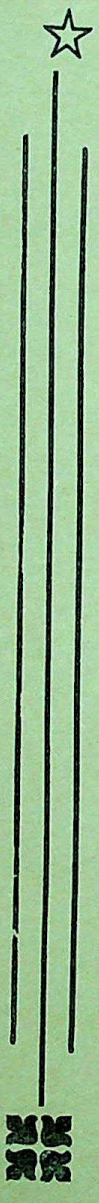

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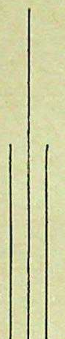

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'does a carpenter put his soul into the leg of the table he makes!'

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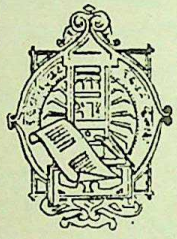

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Prakash Krishna

IN everyone of our big cities some stores acquire a kind of mystique for excellence of the goods they sell which has tenuous relevance to their quality. In my younger days if vou were looking for Indian sweets (particularly *Sohan halwa*) there was no *halwai* in the world to match Ghantewala of Delhi. For rasgullahs or sandesh it was Bheem Nag of Calcutta; for bread, biscuits and cakes, it was (and is) Kayani of Poona or Pune; for cream, butter and ice-cream, the Parsi Dairy of Bombay. And of course every town had as it has today its best paan-wallah whose concoctions could hit you for a sixer.

The same went for bookstores. For as long back as I can recall, the bookshop par-excellence was Rama Krishna of Lahore. Fifty years ago it was much the biggest and the most spacious bookstore in northern India. After the family split, other bookshops some better stocked than the parental enterprise came up. But it was the acerbic proprietor, Raja Krishna, who not only sold books but often advised customers what they should read and often berated youngsters who asked for what he thought was improper that lent Rama Krishna its unique aura.

After Partition, Rama Krishna found itself crammed in a tiny store in Connaught Place. There was no room for browsing; books were stacked up to the ceiling; titles were not visible and one had to climb up a ladder to get to them. However, so strong was the loyalty of the old clientele to the family now headed by Prakash Krishna that they refused to patronise better bookshops. Prakash Krishna inherited both his father's gift of friendship as well as his quick irritability. I often quarrelled with him, and often went to other bookstores which gave better discounts. But I always returned to Rama Krishna for books. I couldn't find anywhere else and to resume what had evolved into a kind of family relationship with the proprietor's family.

Prakash looked much younger than his 65 years. But he was a very tense person and a bit of a hypochondriac. Tension took its toll of his nerves and his heart. Last week Prakash died and took with him memories of half-a-century of book-browsing, book-buying and reading. I know that doing the rounds of book-stores will never be the same.

KHUSHWANT SINGH

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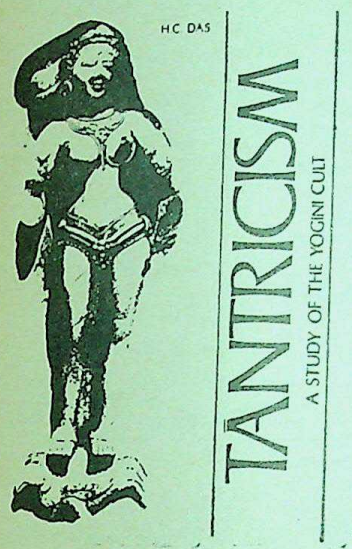

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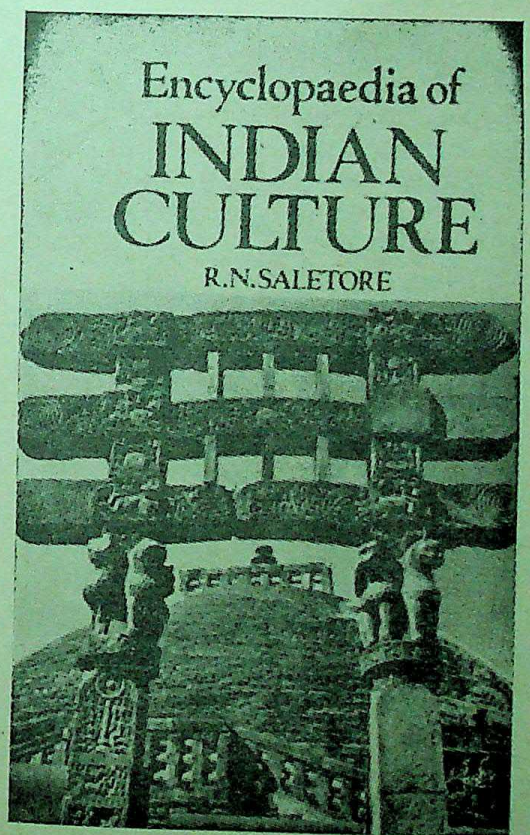

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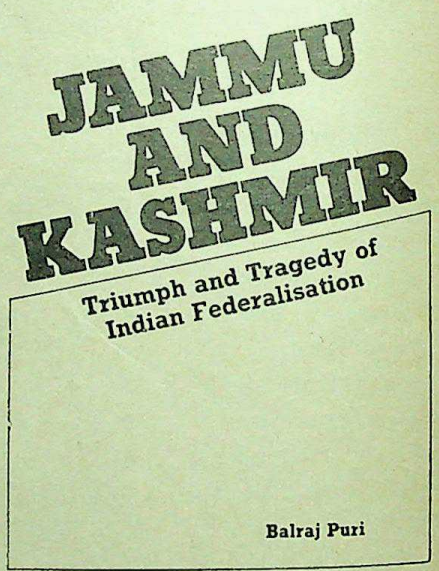

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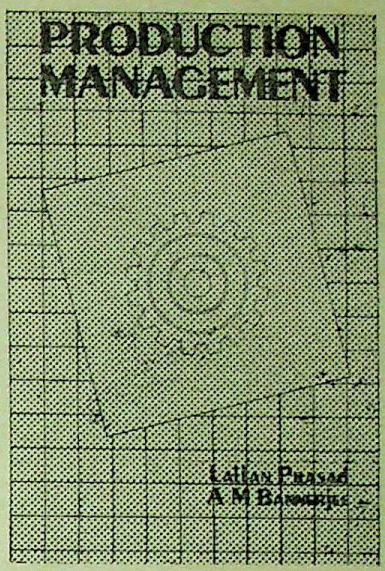

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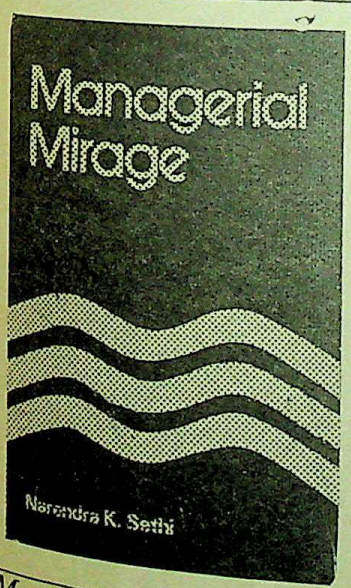

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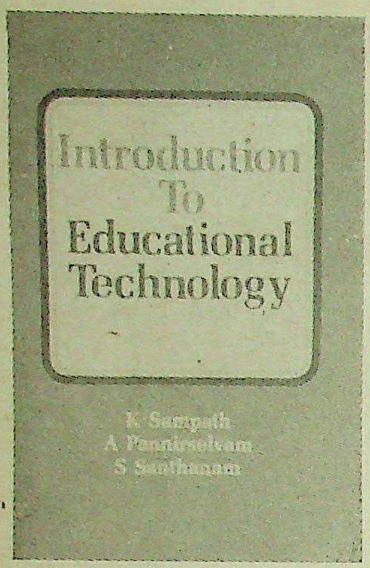

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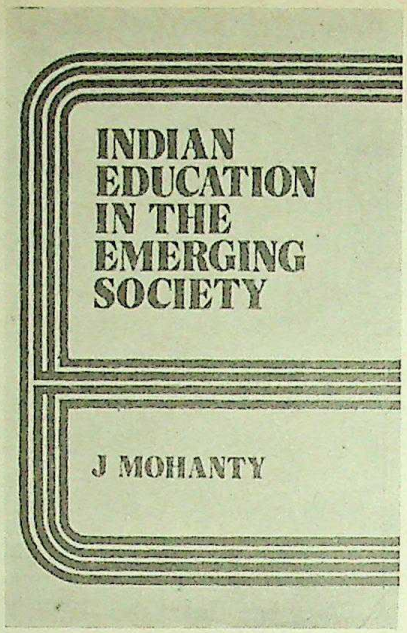

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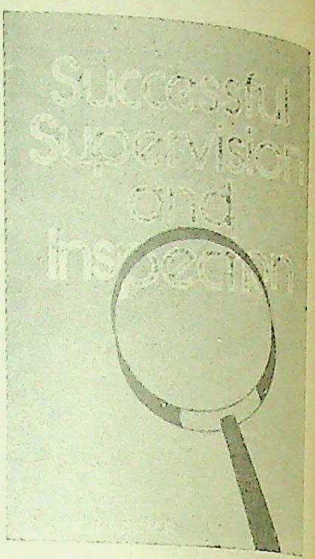

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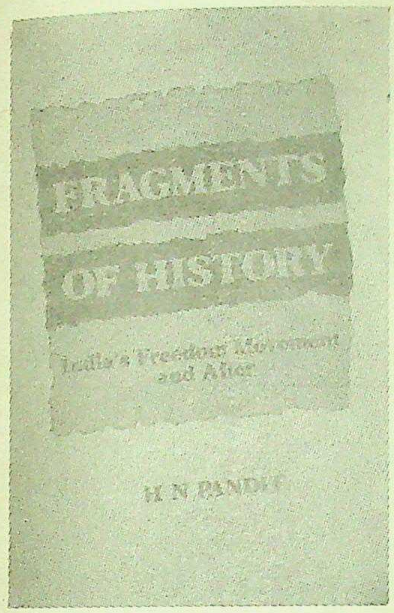

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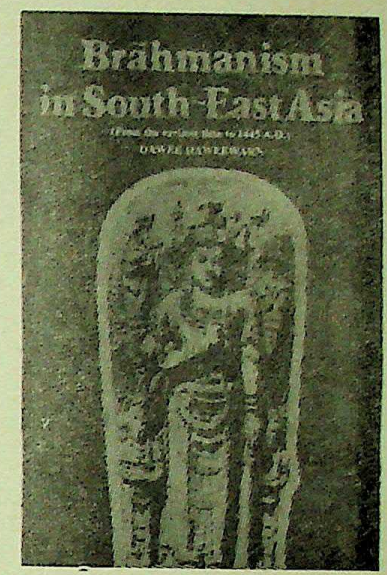

The study, not unjustifiably, begins with India and then moves on to Brahmanism cults in southeast Asia, including a full chapter on Genesa and the artistic and cultural heritage of countries like Burma, Cambodia, Sumatra, Java etc., from the standpoint of Brahmanical religion.

The author is teaching in the Department of History, Ramkhamhamhaeng University, Bangkok, Thailand.

1982 Royal 8vo, 338pp. Rs 200.00

Advanced Study in the History of Medieval India (Vol II) Mughal Empire
—J.L. Mehta

1981 468pp Maps Rs 125

This is the second of the three-volume study on Medieval Indian History by Dr J.L. Mehta; it gives a descriptive, analytical and critical survey of the Mughal Empire. The main thesis of the author is that the Mughals were foreign conquerors albeit Akbar transformed his ruling house into a national monarchy and laid the foundations of a secular nation-state in India. Aurangzeb proved a misfit in this newly emerging framework of a secular nation-state.

Dr J.L. Mehta is a Lecturer in the Postgraduate Department of History, Panjab University Evening College, Chandigarh.

Bharatavarsha : A Political and Cultural History of India
—Balkrishna Govind Gokhale 1981 368pp Rs 110

The book attempts a broad survey of the historical development of the Indian nation from remote times. Each chapter is addressed to the delineation of a specific age. The author gives the chronicle of political history and developments in society, economy, religion and philosophy, literature and the arts.

Dr B.G. Gokhale is Professor of History and Director of Asian Studies Programme, Wake Forest University, USA.

History of Europe : From 1453 to 1789
—Arun Bhattacharjee 1981 12+424pp Maps Rs 90

This book specially written for the student presents composite but critical study of European history from 1453 to the outbreak of the French Revolution.

Incidentally, this is a pioneering work in the sense that for first time an Indian author has endeavoured to cover in a single volume this remarkable epoch of European history—1453 to 1789.

Dr Arun Bhattacharjee teaches Indian History to Honours and Postgraduate students at Gauhati University.

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Language & Literature

World Poetry in English

Essays & Interviews

Syed Amanuddin 1981/188pp/Rs 65

The book contains essays, conference papers, and interviews on recent world literature in English from Africa, Australia, Canada, England, India and the United States, The author has attempted to emphasise the inseparable bonds of a common language with a rich and living poetic tradition. Several essays in the book deal with the concerns and general aspects of world and regional poetry in English.

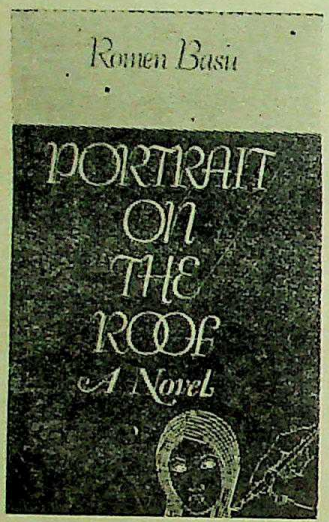
Currently, Amanuddin is a Professor of English and chairs the Division of Humanities at Morris College, South Carolina.

Indian Poetry in English Today

Pritish Nandy (Ed) 1981/130pp/Rs 30

In this unusual and outstanding anthology Pritish Nandy attempts to reveal the spectacle and fascinating world which the modern Indian poets depict with a rare passion. Love, life, pain, pleasure and a deep awareness of the problems of contemporary India form an indistinguishable part of the work of poets.

Pritish Nandy is amongst the finest post-independence Indian poets in English. He has been honoured by the World Academy of Arts and Culture at the recent session of World Congress at San Francisco USA.



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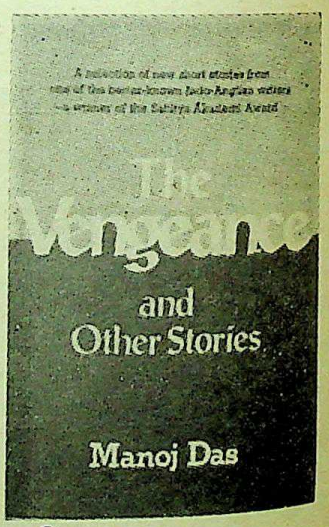

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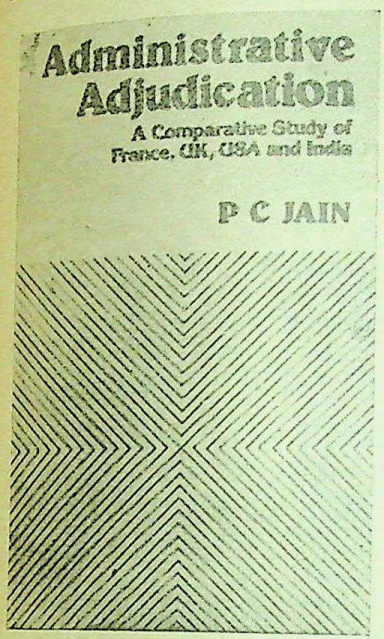

The concept of welfare state with a consequent increase in governmental activities has greatly multiplied occasions for conflict between the administration and citizens. The function of deciding such cases involving individual rights and liberties is now no more an exclusive preserve of the Judiciary. The Executive branch of the government decides such matters.

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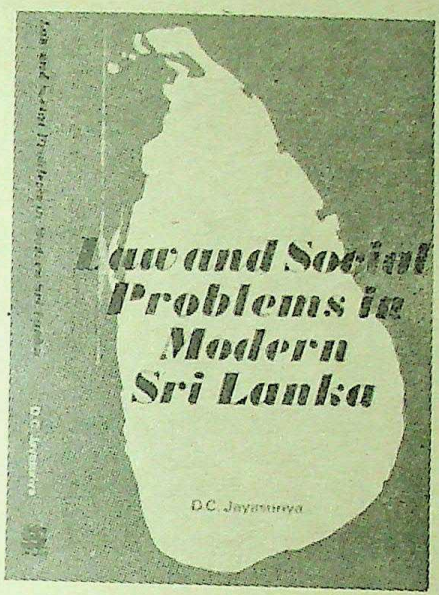
Dr P.C. Jain is presently a senior Lecturer and Head of the Department of Political Science in Govt. College: Ganj Basoda (MP)

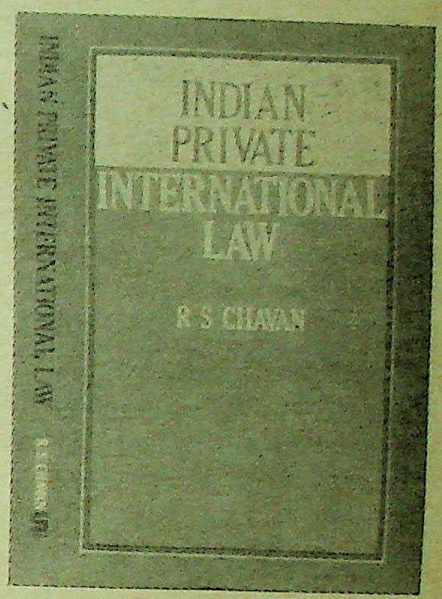
LAW AND SOCIAL PROBLEMS IN MODERN SRI LANKA
—D.C Jayasuriya 1981 Rs 50.00



This book is a case-study of the inter-action of law and society in a Third World setting. From the perspective of five major socio-economic problems which are common to many Third World countries in Asia, Africa and Latin America the author has identified the parameters of the existing legal framework in Sri Lanka and has offered many suggestions for optimizing the role of law as an instrument of change.

Mr D.C. Jayasuriya is a 31-year-old Sri Lankan lawyer attached to the Attorney-General's Department of Sri Lanka.

INDIAN PRIVATE INTERNATIONAL LAW
—R.S. Chavan 1981 Rs 75.00



The book presents statutory provisions of private international law like those in the Civil Procedure Code, 1908, in the Indian Succession Act, 1925 and the Negotiation Instruments Act, 1881 and incorporating Indian court decisions taken according to the principles of private international law on different subjects like domicile, personal law, marriages, matrimonial causes, legitimacy, guardianship, adoption, succession, insolvency, law of property, contracts, torts etc.

Dr R.S. Chavan has held important positions in the Indian Foreign Service both in India and in the Indian Missions abroad.

Library Science

UNIVERSITY LIBRARIES IN INDIA
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The present work takes into account all the factors which have contributed to the development of university libraries and the factors that have contributed to the rut or stagnation in the profession and have tarnished its image at home and abroad. This work closely studies all these aspects in all dimensions.

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It provides a useful handbook for school libraries as well as for student-teachers studying in colleges of education for their elective subject of "School Library Organisation" prescribed by the universities for B.Ed. Examination.

260pp/Rs 50.00

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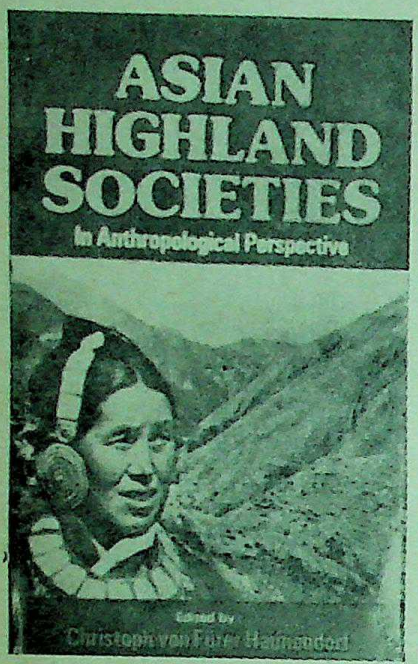
Sociology, Religion & Philosophy

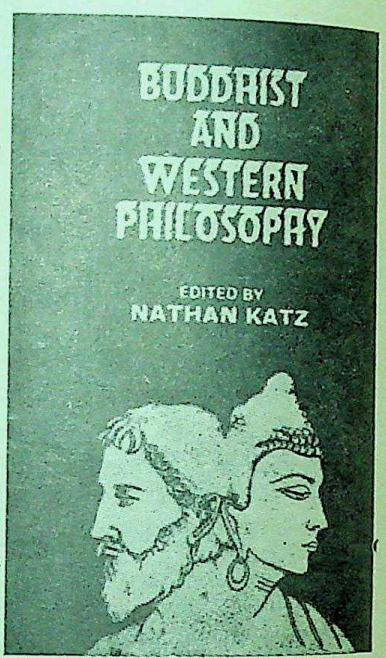


Asian Highland Societies in Anthropological Perspective

—Edited by Christoph von Fürer Haimendrof 1981 282pp Rs 150

The book describes social and cultural configurations which have grown up in various parts of the Himalayas and some other hill regions within the South Asian subcontinent.

Prof Christoph von Fürer-Haimendorf is Professor Emeritas and Senior Research Fellow of the School of Oriental and African Studies (London) and at present he is engaged in fieldwork among Indian tribal societies.



Buddhist and Western Philosophy

—Edited by Nathan Katz 1981 520pp Rs 200

The book is a collection of essays by nineteen eminent scholars from the United States, India, Japan, Sri Lanka and England, Each essay takes up a particular topic, school or philosopher from within the Buddhist and Western traditions of philosophy and analyses them comparatively.

Prof Nathan Katz is a noted scholar with the Dept. of Religious Studies, Temple University, USA.

Elite Theory and Administrative System

—R.N. Thakur 1981 xvi+356pp Index Rs 25

This is the study of the consistent development of the elite theory and diverse aspects of the administrative system as concomitant to societal development specially in a transitional society like India, oriented towards growth from agrarian to industrial structure and people's welfare.

Dr R.N. Thakur is a Faculty Member in the Dept. of Postgraduate Studies and Research in Sociology, Bhagalpur University.

Contemporary Indian Philosophy

—T.M.P. Mahadevan & G.V. Saroja 1981 320pp Rs 90

An attempt is made in this book to show that Advaita is the basis of the teachings of all the eight philosophers considered in the Volume. It is an exposition of the philosophies of the eight philosophers.

Dr Mahadevan is an earnest Advaitin by training and temperament. Since 1933, he has been engaged in intensive research and teaching. Miss Saroja, started her career as Research Asstt. to Mahadevan, continued her research work on the Bhagvad Gita, Social Philosophy and Social Philosophy.

God Realisation

—B.S. Lamba 1981 112pp Rs 35

The author, who realised god 23 years ago, has written a unique book. He has divulged the spiritual experiences. It is useful guide to those aspiring for spiritual upliftment, and would be equally beneficial for beginners and those advanced in the pursuit of religious goals.

B.S. Lamba the winner of several coveted prizes, is an eminent writer and a distinguished scholar.

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BOOK REVIEWS

RELIGION AND CULTURE by S. Radhakrishnan, Delhi, Vision Books Pvt Ltd, 180pp, Rs 25.00 1981

Religion and Science are often treated as two opposing subjects. It is often argued that science tends to undermine the importance of religion or the latter does not give due acknowledgement to the former. But here is one rare text that refers to the happy blending between science and religion. The author contends how the combination of the two promotes the inter-people understanding. He finds no opposition between religion and science, between religion and high social morality, between religion and cooperation among religions. He declares that "in future there can be only one civilisation in the world for it is no more possible for different civilisations to live in ignorance of one another."

Dr Radhakrishnan's universalism brooks no narrowmindedness, and nothing irrational. He at the same time warns us against the rationalistic self-sufficiency and increasing technological trends and advises us to become dutiful of our religious requirements.

A PRACTICAL GUIDE TO INDUSTRIAL ENTREPRENEURS by S.B. Srivastava, New Delhi, Sultan Chand & Sons, 368pp, Rs 55.00, 1981

Industrial entrepreneurs play a vital role in the developing economy of India. Thus, making progress in industrial entrepreneurship is an utter necessity. Unfortunately in India communication gap between the programme of the Govt and entrepreneurs often hampers the industrial growth. The critical knowledge helps to a great extent for the proper guidance to the enterpreneurs. Therefore, books written on this subject receive warm welcome.

This book has been written with the objective of giving the desired information to entrepreneurs in respect of the sources of availability of the inputs required, for setting up and sustaining small industrial enterprises. An attempt has also been made to bring out the various parameters judging entrepreneurial traits and backgrounds of entrepreneurs. This book has broadly been divided into two parts namely infrastructure available for industrial growth and the programme of assistance offered by the various agencies. It has been the endeavour to highlight details of the information which may be helpful to entrepreneurs in taking up small enterprises of their own. The coverage given in the book may meet the requirements of the participants of such training courses. It is hoped that the book shall also be found helpful by the District Industries Centres in the country in getting the complete information at one place for assistance to the entrepreneurs.

What makes the book an interesting and authoritative one is author's excellent combination of academic scholarship with his twenty years experience in dealing with the diverse problems in the field.

BHAGAVAD-GITA; An Exegetical Commentary by Robert N. Minor, New Delhi, Heritage Publishers, 564pp. Rs 150.00, 1982

Gita is commonly acceped as a religious book. A text that contains the wisdom teachings of Lord Krishna. It is worshipped as a sacred book. But for the first time it is treated as an historical document of its own time.

Using not only the best Sanskrit scholarship about this early period, but also the seeondary literature on the Gita itself, the author comments upon the Gita and the Sanskrit text where appropriate.

The result is, a commentary which may be used at a number of levels, for Sanskritists, teachers and others who take the study of the Gita seriously. The "Introduction" is the only place one can turn to find a thorough discussion of matters of authorship, date, and relationship of the Gita to the larger Epic, in touch with previous scholarship. The result is a text which will become the basic handbook to the Bhagavad Gita. As Norvin He in says in the "Foreword" it is the place for students of the Gita to begin, as it is the "most judicious" work yet available.

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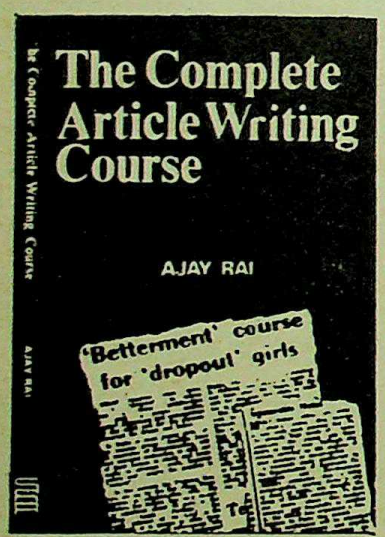

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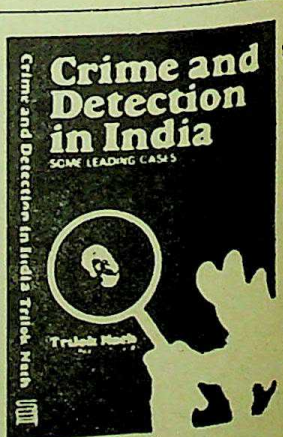

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ESSAYS IN HONOUR of Dr Gyanchand Edited by S.K. Bose, New Delhi, People's Publishing House, 288pp, Rs 55.00, 1981

Dr Gyanchand made tremendous impact on the mind of his numerous students not so much as an expert in Indian Public Finance or Indian Demography which were two of his main fields of academic interests but as an ardent believer in Socialism and a keen advocate of economic planning in the country.

His total devotion to understanding the basic socio-economic problems of the country, and finding their solution, the utter sincerity of his teaching, and his indifference to worldly prospects, accompanied with his wonderful gift of exposition, not only held his students spell bound in his classes, but transplanted in their minds his own genuine faith in socialism.

He was not only a close friend of many of the socialist leaders and intellectuals of the country, but his teachings made many of his own students turn socialist. Many of the leading lights in the left movement in Bihar today have been his direct disciples.

This volume brought out under the auspices of the Citizens' Forum, Patna, is in honour of Dr Gyanchand.

INCOME-TAX : Law and Practice (Part-I & II Combined) S. Vairavanathan, Tirunelveli, Shanti Book House, 278pp, Rs 23, 1981

Income Tax is a tax levied on the income. Therefore, a book that imparts knowledge on Income Tax, concerns every individual. The study in this book is restricted to the provisions of the Indian Income Taxt Act, 1961 as amended up-to-date and the rules made thereunder as they stand up to-date.

This book has been primarily written for the benefit of students of B. Com, M. Com. course in Madurai and other Indian universities.

Objective type questions have been added at the end of each chapter which go to a wide extent to improve the learning of the subject. Number of problems are worked out in each chapter. This is an additional advantage to the students,

The book is of immense value as it has got a very wide readership, not only the students, teachers but also any individual who earns money is benefited by this book.

ANATOMY OF THE RAJ— Russian Consular Reports, Subash Chakravarty, New Delhi, People's Publishing House, 472pp, Rs 75/. 1981

This book is a welcome addition for the library on the history of Modern India in the early decades of the present century. The papers which appear in this volume are a selection from the Russian Consular reports from Calcutta to St. Petersburg in the years 1912 to 1917.

Primarily concerned with the period of Hardinge's viceroyalty the Blue Book is replete with rare insights into the policy decisions of the British in India. In an impressive and densely documented introduction to the Blue Book the author has achieved singular distinction in tracing a meaning and a pattern in these disjointed official despatches. He has used a rich range of original material drawn from public archives as well as private papers.

ADVANCES TO SMALL INDUSTRIES AND SMALL BORROWERS (A PRACTICAL GUIDE), Gopal Swaroop, New Delhi, Sultan Chand & Sons, 496pp, Rs 30, 1981

In the present mechanical and industrial life it apppears true that small scale industry has got a minor role to play. But small-scale industries have a vital role in the economic development of the country. Specially in the Indian context where on one hand the heavy industries are not so advanced and on the other population explosion is too much, small scale industries have got quite a lot to do. Not only that is it employment oriented also small scale industries like Handicrafts have earned a lot of popularity outside India.

This book deals with the subject i.e. small scale industries comprehensively and provides all relevant and up-to-date information related to financing of small-scale industries and small borrowers.

The book is of immense value not only to bankers but also to entrepreneurs for whom this edition has been specially reshaped.

INDIAN LIBRARIANSHIP : Perspectives, and Prospects, Edited by Ravinder Nath Sharma, Ludhiana, Kalyani Publishers, 342pp, Rs 80 1981

The articles included in this volume are contributed by eminent Indian and American Librarians and professors of Library Science, in discipline of their specialization in general, the book deals with the history, achievement, development and future prospects of Indian Librarianship.

BRAHMANISM IN SOUTH-EAST ASIA, (From the earliest time to 1445 A.D.) D. Daweewarn. New Delhi, Sterling Publishers Pvt Ltd, 338pp Rs 200.00 1982

The study, not unjustifiably, begins with India and then moves on to Brahmanism cults in southeast Asia, including a full chapter on Ganesa and the artistic and cultural heritage of countries like Burma, Cambodia, Sumatra, Java from the standpoint of Brahmanical religion. These countries are rich in terms of the historic remains of a glorious past and can boast of numerous kings, philosophers and preachers who have furthered the cause

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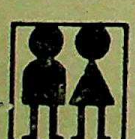

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of both Buddhism and Brahmanism. This book attempts to present as composite a picture as possible for the reader, in spite of the varied and scanty nature of the source material. The work would prove extremely useful to students and scholars of religions and culture and can be of immense help in future studies of South-East Asian countries with regard to their society and civilization.

MANAGERIAL MIRAGE, Narendra K. Sethi, New Delhi, Sterling Publishers Pvt Ltd, 340pp Rs 100.00, 1982

This extremely interesting study seeks to expose the fallacy of the numerous myths that have become a part of management and administration specially in the context of their application in the developing countries. Concepts like job satisfaction, motivational approach to workers, creativity, social responsibility and many others are shown as pure myths wholly based on numerous naive assumptions that have crept in from other disciplines and as also human ingenuity.

WHOSE FREEDOM ? WHOSE ORDER ? by D.R. Mankekar, Delhi, Clarion Books, 234pp, Rs 55 or US $ 10, 1981

This book concerns itself with a burning problem of the day—a free, two-way flow of communication from and to the Third World, which has suffered from neglect hitherto on account of lack of such free flow of information.

That there is paramount need for a new International Information Order has been granted on all hands. Even the West concedes that all is not well with the prevailing pattern of news gathering and news dissemination, that it is imbalanced and one-way and that the large majority of the world's population, comprising the developing countries finds it inequitous, unfair, unjustified and even untenable in the context of the present-day world situation.

This book makes a passionate plea to the developed countries to cease rhetoric, acknowledge the harsh realities in Third World countries and to bring to bear an empathetic mind on a complex problem and in effect cooperate with the latter to reach out for a *modus vivendi* in fashioning an information order that will be just and equitable all round.

The demand of the West for a free press in countries, many of which have hardly any press worth mention, is unrealistic, to say the least. The latter's priorities are different. They come in this order : food, raiment and shelter. This claims prior attention naturally. Liberty and freedom of the press come far down in them. And even if they must institute mass media in their land, the State has to step in to help fill the vacuum, the stark choice being between state-sponsored media and no media at all !

Whose Freedom ? Whose Order ? dissects the existing information order and indicates what is wrong with it and why and also suggests a way out, a solution that will be fair and just all round.

A very important book on a very vital subject agitating the minds of more than half of the world's population.

NILAMBARI, Poems by Ajneya (Sachchidananda Vatsyayan) Delhi, Clarion Books, 16pp Rs 40 1981

This is a representative collection of the poet's poems written in a period of 15 years from 1965 to 1980. *Nilambri* marks the completion of half a century of creative writing of great diversity and singular integrity. There is in these poems a nomad's ceaseless restlessness a constant mutation of thought processes, a sweep of imagination, a point of view of looking at the world. There is a continuing quest for identity, for a definite philosophy of life, unaffected by passing social norms of morality, of values that truly matter in a man's life. They reflect the ethical issues plaguing contemporary society today as also the poet's highly critical modern sensibility. There is discernible a subtle undercurrent of clashing ideologies that defy analysis.

The present collection makes it abundantly clear that Ajneya is one of the most important poets now writing in Hindi. His English translations of his own poems read almost like originals. That is a great tribute to his handling of both these languages and sets off his mastery of the foreign language.

We commend these poems to all poetry lovers, especially to the younger generation of poets in India to read to study and to benefit from them.

BASIC THEOSOPHY, Geoffrey Hodson, Adyar, The Theosophical Publishing House, 582pp 1981

Knowledge on theosophical ideas are essential for those who intend to attain intellectual illumination. The book comes to their help specially in the context when life is burdened with too much of worldly problems. The author has tried his best to convey ideas on certain fundamental theosophical ideas. Chapters on Man's Life After Physical Death, Reincarnation, Karma, Man in Health and Disease etc. etc. would really help in answering many philosophical queries.

Daedalus Lectures Commemorating the Birth Centenary of A.K. Coomaraswamy, Roger Lisey. Dharwad, Institute of Indian Art History, Karnataka University, 126pp Rs 34.50 1980.

An urge on the part of the general edition S. Settar to publish the collection of Coomaraswamy papers in series coincided with his communication with Dr Lipsey who distinguished himself as the biographer

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ECONOMIC NIGHTMARE OF INDIA—Its Cause and Cure, Charan Singh, New Delhi, National Publishing House, 582pp Rs 175.00 1981

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The book is of special significance because it not only highlights the cause, but also makes suggestions to rectify the maladies of the situation.

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INDIAN EXPORT YEAR-BOOK (1981-82), H.R. Suri (Editor), New Delhi, Sales Overseas Publications, Rs 90.00 US $ 25.00, 1981

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RULES AND REGULATIONS FOR OVERSEAS INDIANS 1981-82, H.R. Suri (Editor), New Delhi, Sales Overseas Publications, 150pp Rs 40.00 US $ 12.00 1981

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Select Book Service Syndicate, New Delhi 138
Shree Ganesh Lamination, New Delhi IInd Cover
Small Industry Research Institute, Delhi 192
Soviet Land, New Delhi 24
Star Publications, New Delhi 18
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Sultan Chand & Sons, New Delhi 61 to 64
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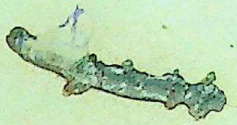

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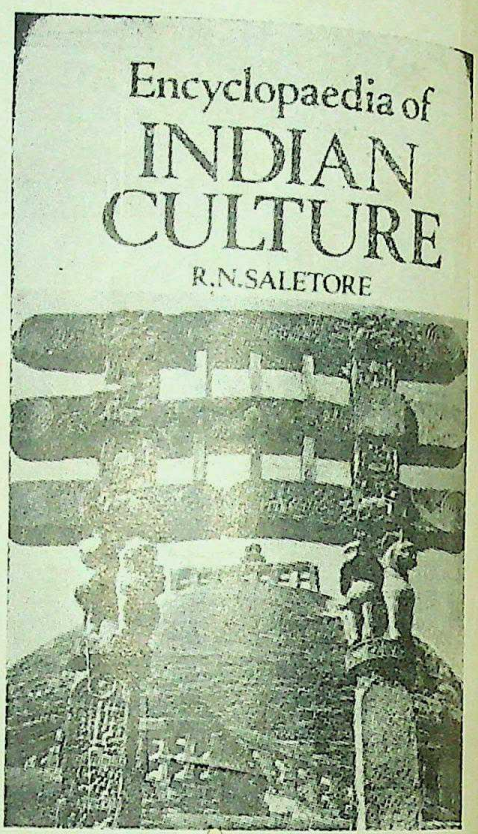

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Vol. XXVII No. 5 *February* *1983*

ANNUAL NUMBER 1983

CONTENTS

EDITORIAL 65

BOOKS—THE CHALLENGE OF THE EIGHTIES
—Narendra Kumar 69

BOOKS THAT HAVE INFLUENCED ME MOST
—Amrita Pritam 73

BOOK PUBLISHING—THE INDIAN SCENE
—Abul Hasan 77

FIFTH SESSION OF THE WIPO PERMANENT COMMITTEE FOR DEVELOPMENT COOPERATION RELATED TO COPYRIGHT AND NEIGHBORING RIGHTS
Opening Speech by *Dr. Arpad Bogsch* &
Inaugural Address by *Smt. Shiela Kaul* 83

EXPORT ASPECTS OF INDIAN LAW BOOKS
—L.R. Bagga 86

NBT'S SUBSIDY SCHEME—A BOOST TO EDUCATIONAL PUBLISHING
—C.L. Nagpal 87

60 YEARS IN THE SERVICE OF PEACE AND PROGRESS
—Yu B. Leonov 89

TIME TO LAUNCH NATIONAL INFORMATION SYSTEM IN SOCIAL SCIENCES
—S.P. Agrawal 91

ROLE OF BOOK EXHIBITIONS IN EXPORT PROMOTION OF BOOKS
—Vijay C. Katkar 93

THE ART OF BOOK REVIEWING
—Taj Rawat 95

FEDERATION NEWS 97

NEWS & EVENTS 99

OUTSTANDING BOOKS OF 1982 103

FORTHCOMING PUBLICATIONS 1983 141

BOOK REVIEWS 145

INDEX TO ADVERTISERS 154

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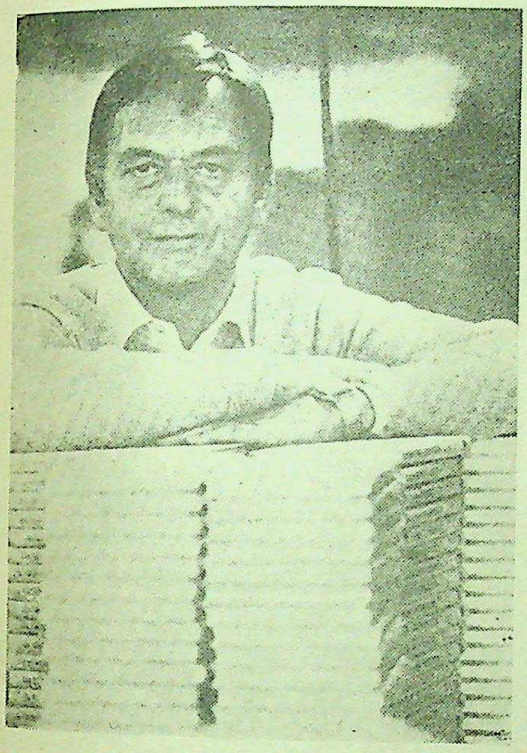
Publishers ancient and modern

JARL HELLEMANN



Jarl Hellemann joined the publishing house of Tammi in 1945; he became managing director in 1968. The editorial is based upon a speech that Mr Hellemann gave at the opening of Tammi's autumn publishing season of 1982. It is a kind of farewell to publishing —Mr Hellemann is to retire in 1983.

Forty years ago, when I went into publishing, I had—like most beginners—a definite idea of what the trade was about. And during my first few years in publishing, I had no great reason to change that idea. But that was in the old days, when publishing was still a trade—not an industry.

The old-fashioned publisher believed it to be his duty to bring good literature to his readers and to act as a channel for the work of those creative individuals, the writers. He was often an authoritarian father-figure in his business, who knew everything that went on—somehow he was always everywhere, appearing often when his assistants would rather have been left to themselves. He was a professional who knew his business inside out; he had gained a vast and comprehensive technical knowledge through years of practical experience. As manager his authority was absolute; delegation was an unknown word—even the concept was unfamiliar.

In this kind of old-fashioned business everything centred on the book—the product, we would say today, although the term was never used then. The publication of books was, in many respects, a simpler process in those days. All you needed to succeed was a good nose—a natural or acquired talent for separating the wheat from the chaff—the ability to select for your list the right titles at the right time, and there was no doubt but that your books would find their readers. If an edition sold out quickly, you ordered a reprinting immediately. Even if thousands of copies languished in the warehouse as a result, it didn't really matter—labour was cheap, interest rates low and rents minimal. The turnover rate of stock didn't really worry publishers; what was important was that a good book should be available ten, twenty years after its publication. It was a tradition with a distinguished history; a German publisher, for example, could have the first edition of a work by Goethe in stock as much as eighty years after the poet's death.

Profit was, of course, also important, but to make a reasonable profit was not so difficult—or, in the short term, even so very important. If you made a loss one year, well, there had been good years too, and there were bound to be more. A good reputation among your reading public was at least as important as the state of your shares and your credit at the

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bank. Such a philosophy cannot have been all that bad: there was, after all, money to build impressive offices and printing works, and make a good living.

The role of the publisher is no longer the same. The printed word is no longer the central factor in the world of the arts and information; the world has grown and developed in entirely unforeseeable ways. The printed word, today, is only one competitor among the many activities that vie for a share in people's leisure time.

Increased material prosperity has not, as was once idealistically thought might be the case, brought about a proportional increase in demand for the arts in general, and books in particular. The arts are somewhere near the bottom of the hierarchy of the things on which people spend their money. In many Western countries, maximum book readership has been reached, or is at least in sight; there are no new markets left to uncover. One important reason for this stagnation is that the so-called 'cultural elite' in these countries is small—and static. The Swedish sociologist Harald Swedner has estimated that, in advanced welfare states such as the Scandinavian countries, the cultural elite consists of only around five per cent of the adult population. Swedner's definition includes all those who, regardless of social class, go to the theatre, to concerts or art exhibitions at least three times a year, and read at least twenty books a year. This small but active minority is responsible for the consumption of over half of the cultural services on offer, and buys over half the total number of books sold. It supports cultural activity that is astonishingly wide-ranging and plentiful, considering its own size—but it is powerless to increase that cultural activity. There are more and more alternative activities competing for people's leisure time, and the cost of cultural activities rises more quickly than that of other goods and services.

The total number of books sold annually in most Western countries is static. And when the cake no longer grows any larger, there is strong competition for the slices—the share of the market. The history of book publishing over the past few years has, in many countries, been nothing but a struggle for market shares. And this has had some unfortunate consequences for literature.

The mechanism of book publishing has grown more and more complex through the practice of price-cutting and unhealthy price competition. Book clubs have in many countries disturbed the traditional process of book distribution. Bookstores, too, have fallen prey to modern commercial pressures: as a result of concern to increase profits and turnover, and because of the trend towards chains of bookshops, booksellers tend to concentrate their marketing on a narrow range of books that they believe will sell well. This has dramatically shortened the life span of ordinary trade books all over the world and has destroyed the backlist selling that was formerly an important source of income for publishers.

All this has created problems that have demanded entirely new responses from publishers. They have been forced to think in new ways, to concentrate on the profit, and not on the book itself. The profit, even in the short term, must be such that it satisfies the owner and his financial backers and forms a secure base for future activity. The book is sacrificed to the necessity of making a profit.

This profit-orientation—or, if you will, commercialism—that is forced on publishers in today's circumstances does not, however, necessarily mean that standards must drop or that the range of choice must narrow. Even today's publisher—be he the offspring of an old-fashioned publisher or a pin-striped technocrat with a degree from the Harvard Business School—knows that even the most commercial publisher must include on his list a certain number of experimental, creative writers. For, without them, there is no hope for the future: as the public tires of old writers and sales diminish, the business loses money. The publisher who builds his business exclusively on certain commercial 'hits'—who perhaps says 'I don't read books, I sell them'—may succeed for a year or two, but not for long. The fate that is bound to befall him, sooner or later, is a lesson to all publishers, particularly those who continue to regard their job as the traditional business of communicating what is loosely called 'culture'. And in Finland at least, it is these publishers—to the good fortune of literature—who are in the majority.

Translated by Hildi Hawkins

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BOOKS—THE CHALLENGE OF THE EIGHTIES

Narendra Kumar*

A respect for scholarship was the distinguishing feature of medieval India, living testimony to which may be found at the Oriental libraries of *Rampur*, *Patna* and *Tanjore*. Several museums in India and abroad with their rich collections of illustrated manuscripts are similarly blessed, while a glimpse of this treasure may be had in the Islamic manuscripts of India now on display at the National Museum at New Delhi. The medieval tradition was confined to manuscripts only because modern printing and publishing were the contribution of the European advent in India. It was the missionaries who introduced this country to the printed word by bringing out a Tamil book with a Portuguese title, *Doctrine Christian en Lingua Malaumar Tamil* in 1578 at Quilon in Kerala. The book became the backdoor entry into India of religious expansion, and subsequently a symbol of imperial expansion in the subcontinent.

Foreign Subsidiaries

Quite naturally then, subsidiaries of British publishing houses in India were the leading lights of book publishing in the early years of the twentieth century. While Macmillan was the first major publisher to set up shop in 1903, it was followed by Longman Green & Co. in 1906 and Oxford University Press in 1912. The only Indian publisher of note in pre-Independent India who comes to mind is G.A. Natesan of Madras; he specialized in the publication of political tracts mainly because of his personal involvement in the national movement and his political connections with the Congress Party. Publishing in India can be said to have become truly national only after independence, and is thus in the mainstream of the politico-economic and social processes of national development. Its growing importance underlines the growing status of this country in the family of nations. It would be short sighted therefore to view publishing as a commercial enterprise: it is a profession with a large component of social relevance to its credit.

Indigenous Publishing in India

Indian publishing came into its own after the dawn of freedom. For a while, and certainly during the Sixties, publishing in India was synonymous with Asia Publishing House. However, India now has a galaxy of successful Indian publishing houses.

Today the Indian book industry presents a curious picture in that it can be termed both developed and developing.

It is developed in the sense that it ranks seventh in the world and third after USA and UK in the production of English titles. It has an annual output of 13,000 titles which are on a variety of subjects and in a number of languages. There are over 10,000 publishers in the country and of these about 1,300 are authors-publishers and nearly 1,000 are governmental agencies. India also has the largest and better managed publishing industry as compared to most of the developing world.

Role of the State

It is an established fact that publishing has not been successful in any country of the world, unless the government takes positive measures to support it. However, educational publishing is wholly state controlled in India. Funds generated through this category of books—with assured and renewed sale each year—would normally have been used to finance creative and non-academic writing. In India, this lucrative market is almost wholly state controlled.

In a country with low literacy rate and negligible buying power, the Government also needs to make printing paper available to publishers for printing of academic books and paperbacks. At the moment, this is being done only in the case of educational books at college and university levels.

Despite the fact that state publishing smacks of monopoly and shows a remarkable disdain for cost accounting and accountability, it has made a major contribution in more than one way. State institutions like the National Council of Educational Research and Training, National Book Trust, Sahitya Akademi, and the Publications Division of the Ministry of Information and Broadcasting, have done much commendable work in many areas.

In addition to the private and public sectors sometimes competing

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for attention and sometimes supplementing each other—there is a growing sector of co-operative publishing in India that involves authors as partners in the publishing enterprise. The finest example of this is the Sahitya Pravarthaka Co-operative Society (SPCS) of Kerala operating through its National Book Stall (NBS). In this sense, Indian publishing is a true example of the theory of mixed economy being practised as national policy, and as set out in the Industrial Policy Statement of India.

India is being ranked seventh among book publishing countries in the world.

For a better comprehension of Indian publishing, it may be relevant here to assess the available data

TABLE 1

Annual Book Production in India

Year	*Number of Titles*
1970-71	18,305
1971-72	17,557
1972-73	17,020
1973-74	17,600
1974-75	16,192
1975-76	21,957
1976-77	21,922
1977-78	19,659
1978-79	18,584
1979-80	16,466

Source : National Library, Calcutta, 1980.

The total number of books published in India reached a high of 21,922 in 1976-77 but came down to 16,466 titles in 1979-80 in 14 regional languages.

While 3,674 titles were published in social sciences (including history), 5,062 titles were brought out in literature.

Literary titles were published mainly in Indian languages, while the maximum number of books in social sciences were in English. It should be noted that about two-thirds of the titles published in India are in literature and the social sciences, with creative writing generally at a low premium. This leads us to another interesting fact about book publishing in India, and that is, that English continues to be the major language of communication and has cornered 40 per cent of the publishing activity in the country.

The greater percentage of quality publications continue to be brought out in English, and it is still unquestionably the preferred medium of intellectual expression.

It follows that English-language books are superior in terms of paper and printing, nation-wide circulation and better processing. However, given the gigantic proportions

TABLE II

Book Production by Category in India

Subject	*Number of Titles*
1. Generalities	159
2. Philosophy, Psychology	427
3. Religion, theology	773
4. Sociology, statistics	434
5. Politics, economics	1,835
6. Law, public administration, social relief and welfare, insurance	818
7. Military art and science	16
8. Education, teaching, training, leisure	276
9. Trade, communication, transport, tourism	234
10. Ethnography, cultural anthropology	84
11. Mathematics	134
12. Natural sciences	630
13. Medical sciences, public health	176
14. Engineering technology, industries, trades and crafts	1,182
15. Agriculture, forestry, stockbreeding, hunting and fisheries	183
16. Domestic science	60
17. Management administration and organization	107
18. Music, performing arts, theatre, film and cinema	103
19. Games and sports	164
20. Language, linguistics, philology	161
21. Literature	4,278
22. Geography	635
23. History, biography	219
Total	13,097

Source: National Library, Calcutta, 1980.

TABLE III

Book Production by Language in India

Language	*Number of Titles*
Assamese	101
Bengali	888
English	5,595
Gujarati	724
Hindi	1,379
Kannada	751
Malayalam	772
Marathi	1,292
Oriya	422
Punjabi	308
Sanskrit	20
Tamil	549
Telugu	167
Urdu	27
Total	13,157

Source : National Library, Calcutta, 1980

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of our population, and literacy gap, and our growing national income, Indian publishing has still to achieve its true dimensions.

"Poor" Man's Enterprise

Its insignificance in economic terms can be underlined in more ways than one. The total annual turnover of Indian publishing is nearly Rs 100 crores. Book imports account for over Rs 16 crores annually, a substantial figure in terms of the total turnover of books published. With nearly 15 per cent of the world's population, we produce a mere 3 per cent of the world's titles, a situation that is being aggravated by another disturbing trend in terms of declining production over the years. From a high during 1975-76 and 1976-77, there has been a gradual decline in the output of books due to the paucity of funds available with public institutions, especially college and university libraries. The picture is even less rosy when we recall that there are about 11,000 publishers in the country, including about 1,000 publishers belonging to the corporate sector. The figure works out to a dismal 120 titles per publisher per year considering the fact that books are usually published in a quantity of 1,000 per title and rarely in terms of 2,000 copies. The margin of profit is bound to be low in such circumstances, so that publishing is, in fact and indeed, a "poor" man's enterprise. (The best among American publishers for example thrive on one or more bestsellers a year). Indian publishing is industry's poor relation, also in view of the fact that we have 135 universities, 8,450 colleges, a college enrolment of 42.20 lakhs, 9.47 crores school-children and output of about 13,000 titles brought out in average editions of 1,000 copies per title.

Inhibiting Factors

There are several inhibiting factors that come in the way of a flourishing publishing industry in India. As stated earlier, Indian publishing was the by-product of a national upsurge in various walks of life, and there are still no more than a score of Indian publishers who have made the mark. These may be termed the elite of Indian publishing, and the gap between the elite and the other publishers who constitute the base of publishing in India is widening: no system that has a prosperous superstructure but a weak base can survive for long.

TABLE IV

Student Enrolment in India

1.	Number of universities	114
	(a) Institutions of national importance	12
	(b) Institutions deemed to be universities	9
2.	Number of colleges	8,450
3.	Number of college enrolment	42,20,813
4.	Number of schools	6,54,978
5.	Number of school enrolment	9,47,33,290

Source: Ministry of Education and Culture, Government of India

The second contradiction that hurts Indian publishing considerably is the role played by the corporate sector. Although it performs a useful social function by bringing out publications with a limited sale potential, the same job could perhaps be done more effectively through state subsidies without the paraphernalia of state publishing houses. In school-level textbook publishing, the state holds a monopoly; since 70 per cent of publishing in India is accounted for by "programmed books" and considering the fact that there are nearly 9 crore students studying in schools in the country, state agencies have hardly begun to scrape the bottom. Indeed school texts are the most profitable arm of publishing in the country, and Indian publishing needs to be built upon its sound foundation through an ideal combination of direct state publishing, private publishing and joint marketing by private and public sectors.

At another level is the problem posed by a stringent policy pursued by the Government during the Sixth Five Year Plan period, in certainly purchasing grants of college and university libraries under the Plan budget. Considering the fact that purchases by academic libraries constitute the bread and butter of booksellers and publishers in India, the severe cuts in their book budgets have resulted in irreparable damage to the most dynamic sector of Indian publishing.

Social Responsibility

Notwithstanding the handicaps listed above, Indian publishing has come of age. The World Book Fairs organized in India and the Fifth World Book Fair held in February 1982 in New Delhi are indicative of the status attained by Indian publishing within the country and abroad. The export of Indian books has registered a spurt in recent years, with the anticipated figure of Rs 10 crores during this year. The spate of bestsellers published immediately after the Emergency established the fact that it is possible to sell books in five figures. The success of popular magazines has proved that there is a ready market eager and willing to sample the wares of Indian publishing. In fact it can be said to have matured to an extent that it has begun to participate in decision-making at the policy level. The Government has been made to realize that the promotion of books is a social responsibility and an integral part of the cultural foreign policy of India. Indeed books published in Great Britain, the United States and the Soviet Union and exported abroad have been the cultural ambassadors of their respective countries.

"Paperless Society"

There has been considerable speculation in recent years about the dawning of the "paperless society", and, to the extent that there will be a need for the production of books in the future. It has been argued that with micro-processers installed in every home, office and other public places, it should be possible to store all knowledge in computers.

The totality of all knowledge included in books shall thus be computer based, available on demand at one's residence or place of work. Books instead of appearing in printed form shall be stored in computers or on files to be reproduced to suit individual requirements. In the countries of the West, the "paperless society" has indeed begun to take shape but even there recent findings indicate that television, far from replacing the book, has reinforced its use. In India, at any rate, the ordinary book will long continue to occupy an honourable place in our scheme of things.

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BOOKS THAT HAVE INFLUENCED ME MOST*

Amrita Pritam**

I am most grateful to the ancient history and mythology of India which have confirmed so many ideas within me.

Natural forces have been personified in Indian mythology. Not merely a physical body, but certain identification marks have been imagined according to their quality and characteristics. Indeed, it is a great document that the imaginative power of man can touch even the sky and can bring his imagination within the bounds of his reality.

Actually, this is the distance to be travelled by each writer and thinker. And this is what I have called the journey from reality to reality. There is one reality which *is* and there is another which *should be*.

The greatest evidence of the possibility to occur what needs to occur, I found when I read about the sage Agastya who created a woman extracting the essence of all the beautiful things in the world. This infant girl was given to the King of Vidarbha for her upbringing. When matured into youth, the sage Agastya married her. Her name was Lopamudra. This Lopamudra is a fact of history because a hymn composed by her has a place in the *Rigveda*.

Works of 27 women scholars are included in the *Rigveda*, which again and again glorify the forces of nature. But I was astonished when I read Surya Savitri saying that when the dawn meets the sun—that is, when the red of the morning meets the sun—her eyes should be full of the collyrium of knowledge. The union of a man and a woman is such that they should have the gift of Veda-mantra for each other. The priests for their marriage ceremony should be the scholars of the world. Their bed—their union and love—should be liberty.

This dream-like thought was in my mind. In helplessness I once wrote a poem titled "Adidharma":

When I wore you,
both our bodies were in meditation,
Limbs were strung like
Flowers in a garland
and dedicated on the altar of the soul,
Fragrant offerings, you and I.
The names of each other we uttered
became the mantras of worship.
This was the yajna of your and my existence
Proof of dharma and karma came much later.

No law of any society in the world agreed with my thought. And it was a strange coincidence that some time after this poem was published I read the lines in the *Rigveda* written by Surya Savitri. I felt that the reality of Surya Savitri that had been there about 2500 or 3000 or 4000 years before Christ was within the boundaries of the reality which existed in me. That provided the proof that the journey from reality to reality can be made.

In olden days people used to keep a paper, a pen and an inkpot in the room of the woman about to give birth to a child. An elderly inmate, standing near the blank paper, pen and inkpot, would pray: "O goddess of fortune ! When at the time of the childbirth you come to this room do write good fate for the child."

What a deep faith a man has in the written word although he will never be able to decipher the letters the goddess of fortune inscribes.

But respect for these letters and faith in the written ones established the ancient relationship between the writer and the reader.

Each reader selects his writer according to his own thinking and understanding. Therefore, as a reader I started looking for that writer in this world who would be like the goddess of fortune and have the ability to write the fate of human thinking.

The writers who first influenced my thought were the Sufi poets of Punjab, Shah Hussain, Hashim, Bulheshah and Bahu. Reading from those poets made me understand that disillusioned by the

* Lecture delivered on the occasion of Silver Jubilee celebrations of National Book Trust, India.
* Translated from Hindi by Varsha Das and Lokenath Bhattacharya.
** Amrita Pritam is a well-known Punjabi writer and winner of Jnanpith Award for the year 1982.

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narow outlook of each religion I was a recognised the spirit of religion which has its roots in its own soul, in the piety of the soul. And its practice is like the fragrance of the soul.

Sultan Bahu's lines caught hold of my spirit—

Lip-prayers are made by all,
But with the heart only some can pray.
Prayers of the heart are read by lovers—
Those who merely talk do not know anything.

In many folk-songs I discovered the same vastness of outlook. When I heard a song :

O my love, get me stitched a skirt of the sky and decorate its border with the earth!

I then realised that it was not the romantic outlook but a great force capable of bridging across the differences of colour, creed, community and religion and even the boundaries of the countries.

From the point of view of skill I noticed the strength of the smile and the style of narration first in Waris Shah's poetry and then in Kalidasa's *Meghaduta*.

Each page of the *Mahabharata* looked like a wise friend sitting by whose side I could seek answers to all my doubts and questions.

Among the recent writers it was Sarat Chandra who first made the soil of my heart fertile.

After that I read different writers of the world such as Romain Rolland, Irving Stone, Chekhov, Khalil Gibran, D.H. Lawrence, Camus, Kafka, Lawrence Durrell, Sommerset Maugham and Paul Pots who talked to me like friends.

Spartacus of Howard Fast made my blood boil in the veins. There I was a reality, that terrible reality, which made the mind crave for the other reality that should be.

And I also remember that while reading Tolstoy's *War and Peace*, how many times my mind became full of reverence for Tolstoy. But when I read *Anna Karenina* I felt that I was standing in a river which had an extremely cold current touching one hand and an extremely hot current touching the other.

In the first part of the novel Varonsky and Anna Karenina are mingled in each other. As a reader I felt as if some force had entered me also and in the last part of the novel when there was a distance of silence between the two and that distance became desolate I had the feeling of a force forsaking me.

Later on I found expression of my restlessness in the words of D.H. Lawrence. As a critic he wrote that Tolstoy should not have written the novel *Anna Karenina* because it dealt with day-to-day reality, the one that is and not the one that should be. This is not a tragedy of a great love, but one of two extremely weak human beings who are afraid of society. When Varonsky notices that big people of the society are avoiding him, his fright becomes one of a very ordinary man, absolutely like the fright of a government officer. This is not the story of the lover Varonsky.

My restlessness was further relieved when subsequently I read Tolstoy's own words that he should not have written that novel and that if he had written it, he should not have given it for printing.

This was my Tolstoy for whom I had a lot of love and respect. In 1966 I got the first opportunity to visit his house in Yasnaya Polyana. Each room there has been preserved as it was in 1910, the last days of Tolstoy's life.

In the bedroom hung, next to Tolstoy's bed, his white shirt. I was standing very close to it when soft breeze coming from the window made a sleeve of the shirt shake and touch my hand. I do not know till today how the reality of time covered the distance of 56 years, going backwards, turning 1966 into 1910. And I felt as if the shirt was not hung on the wall but worn by Tolstoy who was standing before me with his hand placed on the plank of the bed.

This was also a reality, maybe for a moment only.

A leaf brought from Tolstoy's grave is preserved in my diary even today and the reality of that one moment is in my memory.

After reading Rahul Sankrityayana's book *Volga Se Ganga* I felt that Rahul was not before me in his physical form but in the form of words. I started talking to his words.

I asked—When did Time notice fire for the first time in the darkness of a jungle ? The words answered : In a cave in a jungle six thousand years before Christ. This is the story of 361 generations before ours.

I asked—Was the invention of fire a boon to mankind ? The words answered: Yes, it was so until it became a curse, for the era of this is yours and that is mine had not yet arrived then. Fire and weapons were boons only as long as they were used as instruments of defence against wild animals. But when turned into defensive weapons against human beings, they came under curse. In those days a woman belonged to none else than herself. But when the cattle-wealth came into being, it became an object of loot. Then the woman also became an object and was looted.

I was talking about the chain of physical slavery which went along

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with the slavery of mind. In the words of Rahul Sankrityayana, when a king donated gold, cattle, women and slaves to please the sages and the sages wrote songs in praise of the king—which happened 144 generations before ours—then the power of the king and that of the brahmin together prepared, not only the mankind of that time, but hundreds of subsequent generations, for tolerating all kinds of injustices.

I asked in broken voice: But what about the thinkers and poets of that time ? They said: The poets received gold and beautiful women as gifts from the king.

I asked once again : This net of illusion cast by words was always there and exists even today. Is there any remedy ?

The words laughed and said: Logic of words. Just as iron is cut by iron, similarly the net of illusion cast by words is cut by the logic of words. The net of illusion produces servility. No nation can become strong with the strength of slaves. Only those hands are capable of enforcing logic which have the strength of independent thinking.

Thus I could see that one single action has many forms.

For example, if the sexual act is a source of income, it beomes a commerce.

The same act, if used to fulfil certain purposes, takes the form of a bribe.

That very act, when committed with physical force taking advantage of somebody's helplessness becomes an act of tyranny.

The same act, when taken as a proprietory right over each other for the whole life, takes the form of marriage.

It is a mechanical act when used to produce offsprings.

But when that very act identifies the coming together of two souls, generating respect for each other, then it becomes love, a celebration of life.

I used to think on these lines. The act of writing has also many forms:

If it comes out of childish hobby,
it becomes stagnant water.

If coming out of desire for money,
it becomes a spurious object.

If the outcome of greed for fame,
it is a blemish on art.

If it comes from a sick mind,
it makes the atmosphere poisonous.

If it is to please the ruler,
it is a fake coin.

In those days I read a story narrated by Simonians in the first century. Once, seven rulers imprisoned the intellect of time and tortured it so much that it had to become a prostitute. The intellect which is the heroine of the story was later released from prison by some scholars. For me these unknown scholars became symbols of knowledge, truth and power.

Those days I read the works of Nikos Kazantzakis and a line of his was inscribed in me : "Create an idealised image of yourself and try to resemble it." To translate this line into action became the motto of my life. In other words, I can say that I have taken this line of Kazantzakis as a guru-mantra.

Our sage poets have likened the making of a sentence to the form of a woman. It is the same intellect about which Simonia ns had written that seven rulers had once made her a prisoner, not only a prisoner but a prostitute also. We find signs of the same story even today. There are not only the rulers but even the writers who have brought their pen in the market for sale. And even the readers molest pieces of writing. What the sage poets thought was true not only for their time but for any time. I was astonished when I read that speech, imagined to be a woman, never gives her mind and body to anyone looking at and listening to her until, writing about her and listening to her, he loves her from the bottom of his heart. The relationship of love is always with values and the need to translate it into action, and that gives meaning to speech.

Thus the sages thought, which I read in the words of Kazantzakis and accepted with reverence.

Even the common reality is of two kinds—one seen from outside and the other to be seen after entering inside. To explain the first reality I can mention Anantamurthy's work *Sanskar* and for explaining the other reality which should be I can refer to Bimal Mitra's story *Gharanti*. While writing the story the author says, "I wish I didn't have to write this story."

The story is about a Mrs Chaudhury, a landlady who rents out the rooms of her house on an hourly basis to men wishing to spend an hour or two with an unknown woman. But among these tenants is also a girl, a serious type, who comes as she cannot find a place where she can sit and talk to her lover. This girl and her lover come from very poor families. Both work hard and do small jobs. The girl cooks food in her house and brings it to the room to share it with her lover and they talk about the dreams of their life.

The boy loses his job and their life's dream which was in search of a shore starts shaking like a boat in midstream.

One day a wealthy man given to pleasure comes and tells Mrs

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Chaudhury that if he gets that girl for only one night he will pay her one thousand rupees for the night.

As Mrs Chaudhury respects the girl, she does not want to make such an offer to her but mentions it jokingly to her and the girl accepts the offer.

These one thousand rupees served as an oar to the couple in their difficult time and brought their shaking boat to the shore. When Mrs Chaudhury received the invitation for their marriage she felt disturbed as she thought that such a marriage could never make a happy home.

She thinks that what has been happening in the society till today will continue to happen, that a girl who has sold herself for one night can find her place not in a home but only in the market.

But this does not happen. This is an impossibility which comes within the boundaries of possibility.

That night had neither touched the body of the girl nor the heart of her lover.

When Bimal Mitra started writing the story he said that he wished he didn't have to write it. When he said so, he was an ordinary man, a part of the society standing in the shadow of conventions. But when he did write it, he became Bimal Mitra, a great writer like the goddess who could write the fate of human thinking.

To me there is only one definition of a writer and that is that he can broaden the sky of his readers.

Today Sara Shagufta, a poetess from Pakistan, writes:

Every critic and non-critic wants to

bark at my body—

How many robes I should tear open ?

Is there no country for a woman except her body ?

What a house it is !

That it has no difference between a woman and a permission ?

Sometimes I am nailed to the walls and

sometimes nailed to the bed.

Where did your sword and chivalry go when

I was your honour in the presence of a

few eunuchs ?

Woman, mother of which children are you ?

Those who molest and are molested ?

Those in prison ?

Or of the fragmented body of the sons ?

Or of the daughters nailed to the walls ?

Your daughters knead their hunger with

blood and sell the flesh in the market.

I do not want a cave for prayer—

I want a human being.

And a human *Quran* to read.

Thus Sara Shagufta talks about the terrible reality which concerns the writing of a human *Quran* after covering long distances—it is that reality before which the reality of time has knelt down, looking extremely embarrassed.

Once I thought that let me put some such stories of the world in a separate file which had stretched their hands and touched my soul. And later I bring them out in a book form and call it 'A File'. I couldn't make that file but I remember a few titles of those stories I wanted to preserve :

A Hotel Room by Lius Nicosy; *Gadal* by Rangeya Raghava; *Last Judgement* by Carl Chapek; *Staircase* by Harishto Samarnesky: *Witch* by Prabodh Kumar Sanyal; *Open It* by Sadat Hasan Manto; *Lawrence of Thalabia* by Ahmmed Nadim Qasmi; *Aunt Isri* by Krishana Chandra; *Such Good Days* by Kamleshwar.

It is difficult to say which influences go deep into the unconscious mind and become manure for conscious thinking. But the two books of a writer which I always wanted to keep with me with a conscious mind are by Ayn Rand. They are *Fountainhead* and *Atlas Shrugged*. I have bought them a number of times and distributed them to my friends.

In difficult moments of my life if I have taken solace from any book, they are the ones by Ayn Rand.

The difference between what a man is and what he can be is perhaps not shown with such clarity by any writer other than Ayn Rand.

The words are not mine, but Ayn Rand's, spoken by one of her characters and addressed to another: "I thank you for what you are." But these words I have uttered many a time for Ayn Rand herself : "My friend, I thank you for what you are."

This is the only place where I have seen that the word "thanks" is related to someone's existence and it is not necessary that you ever see that person and that person ever hears your name.

I have written many poems in my life to cover the distance from reality to reality. I would like to quote one of them here.

Yesterday we both burnt a bridge and divided our fate like the banks of a river

When we shook our bodies the desolation of one body was on this bank.

and that of the other on the other bank.

Whenever the seasons gave some flowers

you plucked them from your body

and I also returned them to the season

like the fallen leaves—

Thus so many years were flown in the water.

Years passed but the water didn't dry.

And from the running waters we saw the shadows but not the faces.

And before

we are destroyed waiting at a distance

let us spread our leafless bodies on the water—

You step on your own body
and cross half the river,
I shall step on my own
and meet you further up.

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BOOK PUBLISHING—THE INDIAN SCENE

By

ABUL HASAN*

The book publishing industry has achieved considerable progress after the country attained independence. Yet the Indian book industry is faced with a challenge today. The book needs of the country are numerous and varied and despite a number of steps taken to promote the industry, there are still many obstacles in the way of meeting the national requirements in the book field.

Book Requirements—A long list

Winds of social and economic changes during the last three decades have enormously increased the need for books in national and local languages. In school where enrolment is as high as 100 million, new curriculum materials are being developed and more and more supplementary materials are required that would be relevant to the young readers' experience and to the new developmental needs of the country. In addition, children's books which arouse interest and provide enjoyment in the way that textbooks cannot, are another important requirement. So are books for continuing education; books to teach and maintain literacy; books to train and support farmers, industrial workers and para-professionals; books to strengthen cultural awareness and provide pleasure and information for the public in general and books for university education (enrolment about 5 million), many of which are now needed in Indian languages. All this forms a formidable list and it is a privilege for any government or industry to undertake the task of meeting these requirements urgently, because to do so is to participate in the revolutionary changes which are essential for a better life for the teeming millions of India.

A Stab at Figures

According to the world's annual book production index, India is among the ten largest book producing countries in the world, and ranks third, after the United States of America and the United Kingdom, in the production of English titles. India has held this position for a pretty long period with an average annual output of over 12,000 titles. The number of titles produced in India in 1978, 1979 and 1980 was 12,932, 11,087 and 13,157 respectively. This is an under-estimate since information about a large number of books published in India (over one-third of the total production) is not included in these statistics, because some of our publishers do not send their publications to National Library, Calcutta, the compiler of our national bibliography.

India has been producing books on all varieties of subjects. Table 1 indicates the subject-wise break-up of titles produced in 1980. The break-up indicates that over one-third of our total production consists of literature, followed by politics and economics (about 14 per cent), while natural sciences and medical sciences account for less than 5 per cent and more than one per cent respectively.

As for the languages in which books are produced (Table 2), English continues to occupy the highest position (about 43 per cent), followed by Hindi (10½ per cent), Marathi (9.8 per cent), Bengali (6.7 per cent) and Malayalam (5.8 per cent).

A directory of the Indian book industry tells us that there are over 11,000 book publishers in the country. The largest number (2,500) is that of Hindi publishers followed by about 1,700 publishers in English and 1,400 in Bengali. The number of author-publishers is around 1,200, while nearly 1,000 publishers are either government agencies or autonomous bodies. Thus commercial publishing in India is in the hands of some 9,000 publishers. This number will again be reduced to about one-third if we follow strictly the UNESCO definition of a book** and recognise only those firms as publishers which have at least 25 titles on their backlist.

While these figures may look impressive in absolute terms, the position is not so satisfactory considering the size of our population or the print-run of our books. With nearly 15 per cent of the world population, we produce nearly 3 per cent of the world's book titles. Textbooks apart, our average print-run is 2,000

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**According to the standards prescribed by UNESCO, a book is "a non-periodical printed publication of at least 49 pages excluding the cover page, published in the country and made available to public".

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copies compared to the world average of 16,000 copies. The number of titles produced in India per million of population is around 30 against Europe's 565, and our per capita annual consumption is about 32 pages compared to 2,000 pages in the world's leading publishing countries.

Imports and Exports

In keeping with the spirit of free flow of information and knowledge, India has always had a liberal book import policy. There has never been any censorship or custom duty on the import of books. With effect from 1977-78 the import of educational, scientific and technical books was brought on the Open General Licence, while other categories of publications such as fiction and children's books were subjected to licensing, which again was not too rigid. In order to encourage reprinting/translation rather than imports, the current import policy does not allow, without the specific permission of the Education Ministry, the import of more than 1,000 copies of a single title by a single importer during a financial year. Table 3 indicates the value of imported books and publications during the last three years, which does not include the imports by post parcels which are estimated to account for about a quarter of our books imports.

In the matter of exports Indian books reach out to over 80 countries, and the value of export of publications has increased from Rs 10.2 million in 1970-71 to Rs 80.0 million in 1980-81. As would appear from Table 3, our exports have been increasing constantly and the target for 1981-82 i.e. Rs 100.0 million was also achieved. The largest buyers of our books are the United Kingdom, the United States of America, Singapore, Malaysia and neighbouring Bangladesh and Nepal. While the developed countries buy our books mostly on Indology, arts and culture, Yoga and on current topics of general interest, the developing ones generally import our books on scientific and technical subjects. The phenomenal increase in our exports has been due largely to the export promotion efforts and incentives provided by the Government. Today India participates through the National Book Trust in almost all international book fairs. The Trust itself hosts world book fairs on a biennial basis, the latest being the Fifth World Book Fair organised in February 1982. A number of market surveys have been undertaken and publications brought out to boost our book exports. There are about 220 exporters of books and magazines registered with the Books Panel of the Chemicals and Allied Products Export Promotion Council which, in co-operation with the Government, monitors the need of exporters, resolves their problems and formulates book export programmes. Despite the continuous rise in our exports, the balance of external trade in books has always shown a deficit, the imports being more than twice the value of exports.

Mixed Position

This brief look at the statistical profile of the Indian book industry reveals a mixed position. The picture is heterogeneous and complex, happy and gloomy, full of contrasts and contradictions. The Indian book industry can be graded as both developed and developing. The industry has maturity with mediocrity, dynamism with stagnation, professionalism with *ad hocism*, surpluses with shortages and achievements with failures. The development has been lop-sided owing to lack of co-ordination between publishing and promotion at the national level. While book publishing started taking long strides after the country became independent in 1947, it was 20 years later that the need was felt for book promotion at the national level. The book promotion process has not, therefore, been able to keep pace with the expansion in book publishing activity, resulting in many dry patches in the otherwise colourful book publishing map of India. But this has been the case with most developing countries which were able to assert their sovereign existence during the last three or four decades. Indeed, India was among the first developing countries to recognise the importance of book promotion and set up national agencies for the purpose.

Birth of the Concept

Despite the overwhelming role books play for the progress of a nation, the systematic and overall promotion of books remained neglected until the sixties.

A few enlightened and energetic publishers therefore urged the Government to set up the machinery for a coherent and systematic approach to book development in the country. A separate Book Promotion and Copyright Division was thus created in the Ministry of Education in 1966 to promote different kinds of indigenous books and also arrange foreign collaboration for providing inexpensive reprints or translations of university level books. The National Book Trust, set up a decade earlier as an autonomous organisation to publish popular inexpensive reading material and promote book-mindedness is also administered by this division. The division has since expanded considerably and now comprises, besides Copyright Office and International Copyright Cell, an Import Unit, an Export Promotion Unit, a reference library of university level books published in India and a couple of other sections. The Book Promotion Division works in close collaboration with the Indian book industry and is in constant touch with the professional

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associations of authors, publishers and booksellers.

National Book Development Board

Perhaps the most important step to spearhead book promotion activities in the country was the setting up of a National Book Development Board in 1967 to lay down guidelines for the development of book industry and trade in the context of the overall requirements of the country. The Board was an advisory body to stimulate the creation, production, distribution and use of books which India needed. Apart from the nominees of the concerned Government Ministries, the Board consisted of representatives from the different sectors of the book industry and the related non-governmental agencies. The Secretariat of the Board was provided by the Book Promotion Division of the Education Ministry. As a high level central coordinating agency the Board became a forum for continued consultations between the Government and the private sector for mutual co-operation and sharing of responsibility in the book field. The Board identified the vital areas of book development in the country and brought together various interests in a complex industry for the promotion of a national cause.

During its two tenures of three years each, the Board successfully completed its avowed task of advising on the basic issues which affect the promotion of the Indian book industry and trade. It made many far-reaching recommendations, most of which were implemented in one form or another. The book promotion measures taken in India as a result of the Board's recommendations include 20 per cent tax concession to all book publishers since the assessment year 1971-72, integration of book publishing into university curriculum and organisation of seminars and short-term inservice training courses for the book industry personnel; reduction in postal rates for registered V.P. book parcels; launching of a massive programme of original university level textbooks in Indian languages; a comprehensive survey of the Indian book industry and trade and a number of other surveys in different areas in the book field; abolition of the tender system for the purchase of reading materials by libraries; encouragement to co-publishing; reduction in taxation on foreign remittances of royalties; supply of printing paper at a concessional rate to book publishers and import of newsprint for actual users; updating of the Indian National Bibliography and compilation and release of lists of selected titles; rationalisation of book imports; organisation of book exhibitions abroad and participation in international book fairs.

The Task Ahead

The Indian book industry has great potential and can play an important role in our programmes of adult literacy and formal and informal education. As it is, the industry has already acquired a respectable status inside and outside the country. It is therefore, easy to stimulate and aid expansion of those of its areas where promotion is urgently needed. Some of these areas are: provision of liberal credit facilities and regular training opportunities to the book industry personnel; promotion of indigenous authorship and prevention of Copyright infringement and piracy; streamlining book marketing structure and exploring non-conventional channels of distribution, increasing book purchases by libraries and institutions; tackling import of 'remainder' books; further expansion in book exports, including export of Indian language publications and ensuring a regular supply of the most essential raw material of books i.e. printing paper at reasonable prices.

The above measures need to be taken urgently with the cooperation of all concerned—a number of government organisations, autonomous bodies and the private sector. Fortunately the book industry is capable of being organised with small investment and its claims on the national resources are meagre compared to its overwhelming importance as a means of human progress. Again, the book industry is not merely a business enterprise, like most other industries. Apart from economic considerations, it has many other ramifications—educational, cultural, social and even psychological, the latter because of its relation to community welfare and national morale. It could well be said that the book industry not only furthers the cause of literacy and life-long education but also contributes to the mental health of a nation. The promotion of indigenous books, therefore, deserves high priority in all plans and programmes of national development. Indeed the funds provided for book promotion are really not outright expenditure but essential investment for human development that will pay the nation high dividends in the long run. It is therefore reassuring that the National Book Development Board is due to be revived soon, which may accelerate the process of book development started some fifteen years ago.

TABLE 1
Number of Titles, By Subjects, 1980

Subject Groups	*Total number of titles First edition and re-edition*		
	Books	*Pamphlets*	*Total*
1. Generalities	153	6	159
2. Philosophy, psychology	412	15	427

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3.	Religion, theology	753	20	773
4.	Sociology, statistics	428	6	434
5.	Politics, economics	1,818	17	1,835
6.	Law, public administration, social relief and welfare, insurance	600	218	818
7.	Military art and science	16	—	16
8.	Education, teaching, training, leisure	268	8	276
9.	Trade, communication, transport, tourism	224	10	234
10.	Ethnography, cultural anthropology (customs, folklore, mores, tradition)	79	5	84
11.	Mathematics	124	10	134
12.	Natural sciences	615	15	630
13.	Medical sciences, public health	165	11	176
14.	Engineering technology, industries, trades and crafts	344	838	1,182
15.	Agriculture, forestry, stock-breeding, hunting and fisheries	176	7	183
16.	Domestic science	53	7	60
17.	Management administration and organisation	102	5	107
18.	Physical planning, town and country planning, architecture	—	—	—
19.	Plastic and graphic arts, photography	—	—	—
20.	Music, performing arts, theatre, film and cinema	97	6	103
21.	Games and sport	154	10	164
22.	Language, linguistics, philology	135	26	161
23.	Literature:			
	(a) History of literature and Literature criticism	4,278	—	4,278
	(b) Literary texts			
24.	Geography	685	10	695
25.	History, biography	214	5	219
	Total	11,902	1,255	13,157
	School textbooks and children's books already identified in the above-mentioned subject groups should also be shown separately in the two following groups:			
	(a) School Textbooks	567	—	567
	(b) Children's books	482	—	482

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TABLE 2

Book Production Language-wise—1980

Language of Publication	*Number of titles*
Total	13,157
Assamese	101
Bengali	888
English	5,595
Gujarati	724
Hindi	1,379
Kannada	751
Malayalam	772
Marathi	1,292
Oriya	442
Punjabi	308
Sanskrit	20
Tamil	549
Telugu	167
Urdu	142
Other Languages	27

TABLE 3

International Trade in Books and Publications (1978-79 to 1980-81)

Year	*Value of import of books pamphlets, journals and newspapers* (Rupees in million)	*Value of export of books pamphlets, journals etc.* (Rupees in million)
1978-79	149.26	64.6
1979-80	168.27	65.0
1980-81	176.78	80.0

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Fifth Session of the WIPO Permanent Committee for Development Cooperation Related to Copyright and Neighboring Rights*

Dr ARPAD BOGSCH

Honorable Minister, Your Excellency Mrs Sheila Kaul, distinguished participants, ladies and gentlemen.

It is a pleasure for me to say a few words at the opening of the Parmanent Committee since WIPO has cooperated with the Government of India in organizing this fifth session of the Committee here.

The idea for holding this meeting here in New Delhi came from Her Excellency the Education Minister of India when she visited WIPO Headquarters in November 1981. This was formally communicated to me by Her Excellency's Government in early 1982.

It appealed to me for it is in the fitness of things that the Permanent Committee, established by a resolution adopted by the WIPO Conference in October 1976, in order to keep the Permanent Program for Development Cooperation under review and to make recommendations in connection therewith, should meet in this country's capital. This is particularly so as India has always taken an active part in the various meetings and activities of WIPO in the fields of copyright and neighboring rights and its positive role in these fields has always been very greatly valued. It is also befitting as the Prime Minister following in the footsteps of her illustrious father—the great Jawaharlal Nehru —is an author herself. I was greatly honored to be so graciously received by her yesterday.

I am most grateful to the Government of India and in particular to you, Madam Minister, for hosting this session of the Permanent Committee. I am happy to see the excellent facilities provided and arrangements made. This is specially so despite the pressures on the governmental machinery in connection with the politically important Non-Aligned Nations' Summit Conference which your Government is shortly also to host.

As a specialised Agency of the United Nations, WIPO is responsible for the promotion of intellectual activity and protection of intellectual property throughout the world through cooperation among States. WIPO devotes a substantial proportion of its activities and resources to its development cooperation program. It provides advice and assistance to developing countries in connection with preparation of legislation; establishing or strengthening of national institutions; as also the training of developing country officials in order to help provide the necessary base of well trained specialists in the fields of copyright and neighboring rights.

Copyright, for its part, constitutes an essential element in the development process. It is not an exaggeration to say that for progress of science and technology, for industrial development with the help of such science and technology and, indeed, as an input for plans for economic development, it is desirable to provide conscious support for encouraging and protecting national creativity. This could help relatable education in the fields of the arts, of sciences, engineering, technology, medicine to grow. That in turn would provide the trained manpower needed for proceeding apace with economic progress. It is, therefore, an investment for the future, in a field where cost-benefit results, though not immediately apparent, are certain to accrue in the long term.

Experience has shown that the enrichment of the national cultural heritage depends directly on the level of protection afforded to literary, scientific and artistic works. The higher the level, the greater the encouragement for authors to create; the greater the number of productions in literature, the sciences and the arts, the more numerous their auxiliaries in the book, record, film and entertainment industries; and indeed, in the final analysis, encouragement of intellectual creation is one of the basic prerequisites of all social, economic and cultural development.

We in WIPO recognize that the protection of copyright as well as neighboring rights as they are called, that is the rights of performers, producers of phonograms and broadcasting organizations, has a special significance in the context of development. We attach great

* Opening Speech delivered by Dr. Arpad Bogsch, Director General, WIPO on 25 January 1983 in New Delhi.

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importance to cooperation with, and among, developing countries in furthering such protection.

In my view, the Secretariat of WIPO can do for the respect of intellectual property no greater service, in the long term, than to try to introduce and, where it already exists, maintain such a respect also in the developing countries. This is especially so since the role of those countries in international relations is so important that their cooperation is a *conditio sine qua non* of the survival of the aims for which WIPO was founded and for which it stands.

It is with this in mind that we look forward once in two years to a review by this Permanent Committee of our activities and programs designed for developing countries. We equally welcome suggestions concerning the streamlining or orientation of such programs. Article 3 of the Organizational Rules of the Permanent Committee adopted by the WIPO Conference in October 1976 provides that, when preparing the draft budgets and the programs of legal-technical assistance, "the Director General shall take into account relevant proposals made by the Permanent Committee." It is for this reason that we normally schedule such meetings at a time when the results of their deliberations could be taken into account in the final framing of WIPO's biennial program and budget. The program and budget for the next biennium 1984-85 will be presented to the Assembly of the Unions at a meeting of the Governing Bodies of WIPO due in Geneva at the end of September 1983.

I welcome all the delegates and participants at this meeting and look forward to their cooperation and to a fruitful and rewarding discussion of the agenda items. I should like to say at this stage that any State that is a member of WIPO can, by a notification addressed to me, indicate its desire to serve as a member of this Permanent Committee. I am glad to note that since its last meeting in March 1981 in Geneva, seven States (Belgium, Fiji, Mali, Peru, Philippines, Somalia, Turkey) have become members of this Permanent Committee—the total membership now being 58 States.

I firmly hope that the ensuing deliberations will effectively serve the purpose of mutual information of coordination of national efforts with those of WIPO's Development Cooperation Program and will result in the strengthening of that Program for the benefit of developing countries.

I wish you all a pleasant stay in this historic capital city. The arrangements made by the host Government are excellent and well organized. I am sure all the participants carry the same impression. We are happy to be here in India with its long history and traditions and amongst a most hospitable people. This calls again for an expression of deepest thanks to Your Excellency and through you to the Government of India for the warm and generous hospitality in hosting this meeting. I also wish to thank the very able officials of Your Ministry for having spared no pains in making all the excellent arrangements with habitual grace and efficiency. This once again indicates your country's dedication to the cause of the international community and, in particular, to that of developing countries.

INAUGURAL ADDRESS

SHEILA KAUL*

It gives me great pleasure to welcome the delegates to the Permanent Committee to my country. We are indeed happy that on our invitation the Fifth Session of the Permanent Committee for Development Cooperation Related to Copyright and Neighbouring Rights is being held here. We are also happy that in response to our invitation Dr Bogsch alongwith Mrs Bogsch, have found it possible to visit our country on this occasion as the Government's guest. It is a matter of added satisfaction that you and your colleagues from WIPO and the delegates from the other member countries have come to New Delhi at a time when the participants and delegates will be able to witness our Republic Day Celebrations and thus share in our happiness on this festive occasion.

I have had the opportunity to glance through the documents for the Permanent Committee Meeting

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so ably prepared by the WIPO Secretariat. I find that this Committee has been performing a useful function for protecting and promoting the interest of the developing countries. I have particularly been impressed by the programme of WIPO's assistance to developing countries in the establishment or modernisation of their copyright systems through training of specialists. We ourselves have made full use of these facilities offered by WIPO during the last few years. On our part, we have also extended the facilities available in our country to provide practical training to the officials sponsored by WIPO under this programme and will be prepared to continue this assistance. We, in this connection, share the WIPO's view that laws and institutions, however well conceived, are of little use without the qualified staff necessary to implement and administer them.

The efforts of WIPO to facilitate access to foreign works protected by copyright owned by foreigners, constitute another significant activity. I am happy to note that experts from my country have been closely associated with the deliberations of various working groups set up by WIPO to suggest concrete measures on the subject. The needs of the developing countries in respect of knowledge and information, particularly in the fields of science and technology, can hardly be overemphasised. The large scale imports of works from advanced countries is obviously an impracticable proposition, in view of the paucity of foreign exchange and also because of the prohibitive cost of such works. The unauthorised reproduction/translation of these works in the developing countries is morally indefensible and in most of the countries, legally untenable. Further, both these factors are likely to retard national creativity in developing countries. The only reasonable course available to the developing countries is, therefore, to secure rights of reproduction and/or translation of such works on payment of adequate compensation to the concerned owners of copyright. The fact that WIPO is making serious efforts to facilitate the transfer of such rights on reasonable terms is, therefore, most welcome to us. The establishment of joint UNESCO/WIPO service for this purpose has accordingly been hailed by all the developing countries as a step in the right direction. I earnestly hope that the industrially advanced countries would extend their willing cooperation to this joint service to enable them to function effectively in achieving their objective.

WIPO adopted a Multilateral Convention on the Avoidance of Double Taxation on Copyright in Madrid in 1979. The Convention was a useful document inasmuch as it provided only certain guidelines to be followed by the contracting countries with a view to lowering the incidence of double taxation on royalties. I am happy to say that India has already decided to accede to this Convention and the necessary documents notifying such accession have already been despatched to the appropriate authorities. I hope that WIPO authorities will use their good offices to ensure that at least some of the major industrially advanced countries do also accede to the Convention so that it could achieve the desired results.

WIPO should be congratulated for having held a very useful World wide Forum on the Piracy of Sound and Audio-visual Recordings in March 1981 and I am glad to hear Mr Director-General, that your Organization proposes to hold a seminar Forum this coming March on the Piracy of Radio and Television Broadcasts and the Printed Word. I am sure that this Forum would draw the much needed attention of the world community and, if I may say, of world conscience to try and reduce the scourge of piracy. We shall, therefore, be looking forward to concrete suggestions.

Folklore is also an important cultural heritage of every nation and it is of particular interest and importance to developing countries. WIPO has drafted model provisions for national laws on the protection of folklore against its illicit exploitation. I am sure that the Permanent Committee would give their serious consideration to these provisions and make suitable suggestions for their implementation.

I am sure that the delegates to the meeting have many hours of fruitful discussions ahead of them and I have no doubt that you would bring to bear your vast knowledge and experience on the issues before you. India in the past has been closely associated with various activities and functions of WIPO. We would continue to do our best for the protection of rights of creators of works of the mind.

It gives me great pleasure to inaugurate this Session of the Permanent Committee of WIPO.

Thank you all.

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EXPORT ASPECTS OF INDIAN LAW BOOKS

By

*L.R. Bagga**

If anybody looks through the laws made by the Government of India, he will find that the laws are framed with utmost sincerity and if they are properly applied our country with large resources can prosper at top speed and can become a leader of the world. Where is the lacuna ?—There are three things, viz., red-tapism, lengthy procedure of government offices and corruption.

In India one file has to pass through about half a dozen hands at a minimum even if the matter is very small. It is sheer wastage of energy. The government departments generally regard everybody as dishonest. The attitude of the public is a reflection on the government departments. We had sent our suggestions to the government for promoting exports. We have never received even an acknowledgement of our letters.

We receive orders from the government, libraries and individuals for one copy each of our books from foreign countries.

Government offices and libraries throughout the world can make payments only when they have received the books and accordingly we send them books by registered post with the bill. These bills are of small amounts, say Rs 50/- to Rs 100/-. The postal service to foreign countries is unsatisfactory. Many times the registered packets do not reach the parties. In such cases we do not get the payments from our customers. Sometimes the packets are received very late by the parties and payment is delayed.

We have to submit our returns of such exports to the Reserve Bank of India and when the Reserve Bank notices that we have not received payments of a few packets they rightly, according to rules, do not renew our yearly permit for sending books direct to our customers in foreign countries by registered post with the bill.

Our yearly permit for 1982 is not renewed and we have not made any exports of the above category.

In order to cover the above problems it is suggested that the stiff rules for export should be modified and foreign postal services should be improved.

Another problem which is an obstacle in export promotion is that postal rates are very heavy. It costs our customers about Rs 30/- to Rs 40/- to get a book of Rs 100/- from India. This expense of Rs 30/- to Rs 40/- is towards postal charges and bank commission charges. To remove this difficulty the government has to reduce the foreign postal charges and allow exporters to make small exports upto about Rs 500/- to one customer in one country without processing through a bank. In this way the additional cost will be less.

Export can be promoted to a great extent if the Government of India can make arrangements with foreign countries, particularly Pakistan, Sri Lanka, Malaysia, Burma, etc., for sending of books by postal V.P.P. In this way individual customers of foreign countries can get books direct from Indian publishers and they would not have to undergo any exchange formalities which are rigorous. It will be cheaper for foreign buyers to get books by V.P.P.

The Government of India can give loans to the governments of African, Middle East and Far East countries for equipping Law libraries. This will earn us foreign exchange as well as it will promote the export of law books.

* Managing Partner, Law Book Company, Allahabad.

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NBT'S SUBSIDY SCHEME A BOOST TO EDUCATIONAL PUBLISHING*

*By C.L. Nagpal***

The national policy on education announced in 1968 laid pointed emphasis on providing standard educational material by helping the talent available within the country. It also called for immediate steps to be taken for the production of quality textbooks to be made available at prices accessible to students of average financial means.

This needed rejuvenating the indigenous authorship which was on the verge of collapse owing to the onslaught of low cost student editions, either reprinted within the country or imported in sizable quantities under collaboration agreements entered into with some foreign government agencies. However, the subsidised educational material made available under the Joint Indo-American Textbook Programme, English Language Book Society and the Indo-Soviet Textbook Programme came to our rescue at a time when the gap between the demand for and supply of suitable university level books urgently needed to be bridged. But the government was not unaware of the repercussions of these collaboration programmes which did not offer a lasting solution to our domestic needs.

Traditionally, we have always assimilated what is good in the culture of other countries and we have never closed our doors to the free flow of knowledge, though to an extent that it did not hurt our self-respect. The continued dependence on the reprints of foreign authored books or the indiscriminate import of subsidised books for our students, would have proved fatal as this would have frustrated our ultimate objective of self-reliance.

Accordingly, among the many schemes launched by the government to galvanise our publishing industry, to provide better incentives to our authors and to provide our students with high quality study material designed to present local conditions obtaining in the country, the scheme of subsidised publication of university level books in English assigned to the National Book Trust by the Ministry of Education in March 1970, was one of the most significant.

Though considerable thought went into the preparation of Subsidy Rules, the scheme has been reviewed and recast from time to time in the light of experience gained. The most recent and the most drastic modifications towards simpification of procedures and provision of adequate incentives, particularly to the participating publishers were made in July 1982. These completely overhauled and revised Subsidy Rules have already been circulated among the concerned publishers.

The broad objective of the scheme as presently modified partially, is to make available to students books of acceptable standard at reasonable prices. Such books may serve the purpose of textbooks, discipline-oriented supplementary reading material and reference books for students and teachers, at the university level and also technical books which may serve the purpose of text-books at the diploma level.

The scheme was earlier confined to books in English only. However books in Hindi have also been brought within its ambit since August 1982, thus meeting a long-standing demand of the Hindi publishers. Books in other regional languages listed in the 8th Schedule of the Constitution of India too are likely to be taken up for subsidy from April 1984.

The Trust has already revised its schedule of rates for production, which are the basis for calculating the cost of production. Again, in order to develop, encourage and safeguard the interest of indigenous authorship, the Trust has taken certain specific steps. However, a little luke-warmness on the part of publishers participating in the Subsidy Scheme was discernible. The objectives of the scheme could be accomplished only if the publishers came forward in large numbers with proposals to get their books subsidised under this scheme. It was, therefore, considered imperative

* The views expressed in this article are the personal views of the author and these in no way reflect the views or policies of the Government of India or the NBT

** Deputy Director (Subsidy), National Book Trust, India.

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that appropriate incentives to the publishers be also offered. Accordingly, one of the major amendments effected recently in the Subsidy Rules was to enhance the percentage of subsidy. The revised Rules of the scheme provide 70 per cent of the total physical manufacturing cost or direct basic cost of production, calculated on the basis of the Trust's approved schedule of rates, as subsidy to publishers, for the first edition; 65 per cent for the second printing; 60 per cent from third to fifth printings; and 55 per cent for sixth and subsequent printings. This percentage of subsidy is over and above the royalty which will be paid *direct* to the authors based not on the subsidised printed price but on the market-related price termed as 'notional price'; which is 2½ times the unit cost against the 'subsidised price' which is 1½ times the unit cost.

With this latest recasting, the rules have now been substantially simplified and are easily comprehensible. The publishers can now themselves work out the amount of subsidy admissible to them for a specific proposal they wish to submit. This revision in the Subsidy Rules has given a much-needed boost to this scheme, the effects of which are now clearly perceptible by the interest shown by the publishers and the marked increase in the number of applications for subsidy.

Under the scheme in its present form, the following important objectives will be fulfilled:

(a) Providing high quality syllabi-oriented educational material for students;

(b) providing reasonable incentives to the Indian authorship which suffered due to the threat posed by the foreign subsidised student editions flooding the Indian market;

(c) providing reasonable subsidy to the publishers so that they break-even at a point which is commercially viable; and

(d) reducing our dependence on imported books which not only affected adversely our authorship and the publishing edifice but were a drain on our valuable foreign exchange which we need to conserve for our important national developmental programmes.

However, there were two major points which have remained vulnerable to criticism. First, the main drawback of the scheme had been the inordinate delay in obtaining reviews on the proposals submitted to the Trust. It does not need to be stressed that the Trust's reviewers are educationists of eminence, who, busy as they are in many other academic activities, cannot be rushed. However, the Trust now offers lucrative honorarium to the referees so that they adequately compensated for their efforts, may attend to the review promptly. Furthermore, to cut down the delays, it has also been decided that the Trust should content itself with only one review report and take a decision as early as possible. With these changes in policy, the Trust is sure to overcome delays occurring at the hands of reviewers, to the satisfaction of authors and publishers.

Secondly, it appears that the benefits of the scheme have not percolated down to small publishers or travelled far beyond the capital city of the country. It is true to some extent that Delhi has become the hub of the publishing industry, swarming with publishers of all kinds, small and big, national and multinational, most of whom are benefiting from the scheme. Yet the university level textbook publishers in the English language are spread all over India, though not uniformly. They must in their own interest, come forward and avail themselves of the benefits of the scheme.

It is heartening to note that the scheme has attracted almost all the leading and reputed publishers of India. Many of the larger subsidiaries of American publishers operating in India, who earlier confined their programmes to reprints of American titles and to importing of American books, have now commenced publication of books by Indian authors also, and are actively participating in the NBT's subsidy scheme. Similarly, subsidiaries of British publishing houses in India are now participating in the scheme like any other publisher.

It is also a matter of pride that many Indian authors who until recently preferred to be published abroad, because they considered it prestigious and economically more remunerative, are now publishing their books within the country partly due to the incentives provided under the Trust's Subsidy Scheme or the UGC's University level textbook writing scheme. Few publishing houses in the world would provide advance royalty on two-thirds of print run to the authors, whether the book sells or does not. Perhaps, it is only the Government of India which has taken this bold step through the NBT subsidy scheme, to give impetus to Indian authorship. There is a lot of awakening among authors and they cannot now be easily exploited as their textbooks have greater protection under the safe umbrella of the Trust's subsidy scheme.

While the price of a book should relate to the cost of production and while it is not possible to provide subsidy to all books indiscriminately, there is need to continue the subsidy scheme at least for another decade, if not for a longer period. The time may then be ripe for the publishers to get on their own feet. Undoubtedly, less post-independent Indian publishing has covered large ground but many more milestones still remain to be covered. Gradually, with prior planning and its steadfast implementation, our dependence on imported books needs to be done away with. The panacea lies in our own publishing.

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60 YEARS IN THE SERVICE OF PEACE AND PROGRESS

YU. B. LEONOV*

V/O MEZHDUNARODNAYA KNIGA trade mark—the globe embedded in an open book under the letters "MK"—accurately reflects its position on the world market: more than 1,000 firms and organisations sell the goods on our export list in 140 countries or sell us similar goods of their own. The words "Confidence, Mutual understanding, Progress" could well be the motto of V/O MEZHDUNARODNAYA KNIGA. By exporting printed publications and other goods we introduce people all over the world to the historical experience of the USSR, the achievements of Soviet science, the treasures of socialist culture. In turn, our imports bring millions of Soviet citizens a comprehensive picture of science and culture abroad.

We offer publications in Russian and other languages of the USSR as well as in almost 50 foreign languages. The choice of books is truly enormous: it includes the collected works of Marx, Engels and Lenin, the founders of scientific communism, multi-and single-volume selected works by them, works by prominent leaders of the CPSU and Soviet state, thousands of books on history, philosophy, international relations, on the economies and politics of individual countries and regions, works based on documents and materials not to be found in the archives of other countries.

Scientific and technological progress has an important role to play in the socio-economic transformations initiated in the USSR after the victory of the Great October Socialist Revolution. In postwar years the Soviet Union has helped dozens of countries build industrial enterprises and educational establishments for training national personnel. Thousands of specialists have received education in the USSR. Soviet scientific, technical, reference and academic literature is of great help to them.

Our classical literature is imbued with lofty humane ideals. Works by A. Pushkin and T. Shevchenko, Sh. Rustaveli and A. Navoi, Kh. Abovian and Ya. Kupala, Ya. Rainis and F. Dostoyevsky, L. Tolstoi and A. Chekhov belong not only to their epoch, but to present and future generations as well.

The books by M. Gorky, A. Serafimovich, V. Mayakovsky, D. Bedny D. Furmanov, N. Ostrovsky are a mirror of revolutionary times. The formative years of the new society were depicted by L. Leonov, K. Fedin, M. Sholokhov, K. Paustovsky, A. Tolstoi, A. Upit and other writers of the older generation. K. Simonov, B. Polevoi, A. Tvardovsky, V. Lacis and O. Gonchar showed how and for the sake of what, the Soviet people fought in the years of the Great Patriotic War. From the books by modern writers—F. Abramov, P. Proskurin, D. Granin, G. Markov, V. Tendryakov, V. Rasputin, M. Dudin—the reader will learn what prompts the Soviet people to perform heroic deeds in peacetime as well. Our export catalogues carry regular information on new works by prose writers, poets and dramatists.

Soviet literature for children may well be called a unique phenomenon of world culture. In their books for children, writers of note, prominent teachers, designers and cosmonauts unfold a romantic world and discuss vital ethical problems. It is natural therefore that Soviet books for children rank so prominently on our export list, the same as textbooks for those studying Russian.

Our partners readily buy beautiful albums of art reproductions and photographs, vivid picture post cards, posters, slide strips, slides, and holographic reproductions. Foreign wholesale dealers note that Soviet pictorial publications are a market success.

The catalogue of Soviet periodicals published in 46 languages of the USSR and in more than 20 foreign languages, includes 5,000 newspapers and magazines. The subject-matter of these publications embraces all spheres of knowledge and practical

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activity. Subscriptions to Soviet periodicals are available to foreign firms any time, and deliveries start with the earliest issues to come off the press.

Russian classical and Soviet music of various kinds is played in the best concert halls and theatres, in radio and TV programmes, and is widely used in music schools of many countries. V/O MEZHDUNARODNAYA KNIGA publicises it by exporting literature on music, gramophone records and cassettes, as well as professional studio-made sound tracks from which to produce gramophone records on the spot. V/O MEZHDUNARODNAYA KNIGA helps arrange recordings of Soviet music groups and soloists by foreign gramophone record companies, as well as recordings of performances by foreign singers, musicians and orchestras in the USSR. Our export catalogues keep our clients up to date with the latest events in the Soviet music world.

No thematic collection of postage stamps and philatelic souvenirs can be considered complete if it lacks Soviet postage stamps designed by outstanding artists and representing superb works or printing art. V/O MEZHDUNARODNAYA KNIGA exports mint and cancelled postage stamps in sheets and sets, first-day covers, and collectors' covers with special cachets.

Over the last few years V/O MEZHDUNARODNAYA KNIGA has renewed the export of original works of Soviet fine art. Every year our foreign partners market hundreds of paintings, drawings and sculptures representing all the genres and themes of our multi-national country's pictorial art. Wholesale dealers can see the works offered for sale in the export salon of the Art Fund of the USSR. Visits to artists' studios in Moscow and other cities are arranged for them.

We publish 300 catalogues, prospectuses, booklets and other kinds of advertising matter in Russian and foreign languages to inform foreign firms about our exports. This information can also be obtained at exhibitions which V/O MEZHDUNARODNAYA KNIGA or its business partners arrange in numerous countries every year. We are grateful to all those abroad who co-operate with us in arranging these exhibitions. We are pleased to note that our exhibitions devoted to outstanding events in the life of the USSR were sponsored by prominent statesmen and political figures of many countries and that these exhibitions were visited by a total of over 20 million people.

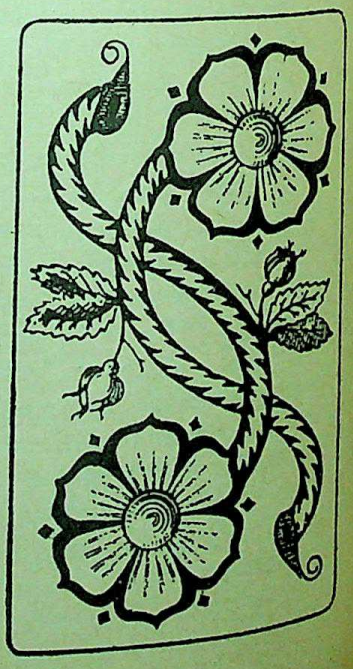
V/O MEZHDUNARODNAYA KNIGA is a co-sponsor of the traditional Moscow International Book Fair which is becoming an ever more important factor of world book trade. At the 1981 fair we signed more than 90 million roubles' worth of long-term and one-time export and import contracts. Just now we are preparing the 1983 fair in co-operation with other Soviet organisations.

V/O MEZHDUNARODNAYA KNIGA has no firms—either its own or mixed—abroad. We transact all our business in accordance with agreements and contracts with national state or private firms and organisations on terms accepted in international trade practice.

Looking back over the years, we cannot help being grateful to those of our present partners who have been doing business with us for decades. I refer to state organisations of socialist countries, the publishers and booksellers such as Central Books Ltd., Lawrence & Wishart, Ltd., Collet's Holdings, Ltd., (Britain), Four Continent Book Corp., Imported Publications, V. Kamkin Inc. (USA), ALAP. Les Livres Etrangers (France); Brücken-Verlag, Kubon & Sagner (FRG); Ediciones de Cultura Popular S.A. (Mexico); People's Publishing House, Lok Vangmaya Griha and New Century Book House (India), Modern Age Establishment (Egypt), and others. For lack of space I cannot possibly name all our partners.

The peoples of the USSR have always had a keen interest in the history, way of life and culture of other nations. We help satisfy this interest by importing books, periodicals, postage stamps and gramophone records. Every year, more than 70,00 books and over 20,000 periodicals in many languages are acquired by Soviet public and research libraries, circulated to subscribers and sold in shops and on newsstands. All this goes to show that unlimited possibilities exist for international commercial exchange in the fields of science and art.

In the early years of its activities V/O MEZHDUNARODNAYA KNIGA'S trade turnover was a mere 200,000 roubles. Today it exceeds 110 million roubles a year. As always, we are ready for a further broadening of business ties on principles of mutual respect, confidence and co-operation.



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Time to Launch National Information System in Social Sciences

S.P. Agrawal*

While India has already set up the National Information System for Science and Technology (NISSAT), and similar information systems for medical (HELLIS), agricultural and industrial spheres have been taking shape and the considered need for national information system(s) for cooperatives, economics, education, and Project Management (PMIS), etc, is being proposed and actively debated, the proposed National Information System for Social Sciences (NISSS) has yet to reach the take-off stage. It is, surprisingly lagging behind some other organizations too, such as the Small Enterprise National Documentation Centre (SENDOC) and the Small Industry Extension Training Institute (SIET, Hyderabad), which are also engaged usefully in appropriate technology documentation.

The reasons for this delay are difficult to understand or appreciate, especially because India is in a position to set up an information grid for social sciences without much groundwork through coordination of the present information activities, articulation of the various services and encouraging private and public initiatives. It is for the Government to appreciate the need for integrating the components of the information infrastructure in social sciences.

The establishment of the Indian Council of Social Science Research (ICSSR) has provided an added momentum to research in social sciences. In the very first year of its existence, the ICSSR creditably decided to set up a Social Science Documentation Centre (SSDC) to canalize research and development efforts in social sciences.

In a short time, the ICSSR also added a Social Science Data Archives to its research "utility services", paving the way for the speedy setting up of the ICSSR.

The Social Science Documentation Centre undertook the following activities:

1. Acquisition of material to build up a collection of basic reference materials, microfilm and microfiche materials;
2. To collect all doctoral theses in social sciences approved by Indian universities from 1970 onwards;
3. To establish a data library and a reprographic unit;
4. To prepare a union catalogue of social science serials;
5. To set up regional centres for social science documentation;
6. To assist institutions or centres for provision of bibliographical and documentation services;
7. To develop a repository library in order to save and salvage important research material which other libraries cannot hold.

During the last several years, a large number of libraries and information centres cropped up in the country, but the growth has been haphazard in the field of social sciences. As a result, there are is hardly any links to tie them up. Academic or research institutions and government departments have all gone their own way to develop their own units, wasting valuable resources in avoidable duplication of their acquisitions. It is only through a national information system that these information centres can fruitfully share their resources as members of a model cooperative.

The rapid increase in social science literature makes it necessary that there should be a mechanism for research information and a crucial facet of research information activity is through bibliographical control over reading material comprising monographs as well as micro-thought embodied in articles, pamphlets, reports etc. Moreover, now that research has become increasingly inter-disciplinary, appropriate documentation of research materials has become indispensable. A comprehensive control would

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mean that all types of materials should be given proper attention, and we may thus have a varied range of services, e.g., bibliography of books, monographs, government publications, dissertations, statistical data and index to periodicals.

Bibliographical services should operate according to the guidelines suggested by UNESCO. The control can be retrospective, current, retrospective-cum-current, and bibliographical control over bibliographies. SSDC-ICSSR has a significant role to play in fulfilling the need for a comprehensive retrospective bibliographical control.

Among the projects completed at SSDC-ICSSR, mention may be made of the "Directory of Social Sciences Research Institutions in India" and "Directory of Professional Organizations of Social Scientists in India", brought out in 1971-72 and being updated at present. A 32-volume "Union Catalogue of Social Science Periodicals and Serials" to make known to researchers what is available was completed in 1977. It is proposed to have revised editions of these catalogues. A survey of professional Indian journals was carried out in 1977; it is also being updated now. Since 1977, SSDC has been engaged in compiling a retrospective cumulative index of Indian social science periodicals. A total of 240 important journals spanning a period of more than 100 years will be covered under the project, while cumulative index (subject and author) which has more than 12,000 items on Anthropology, Psychology and Sociology, is available at SSDC on cards for consultation. The Indian Education Index, a unique compilation of the contents of 26 leading educational journals of the country has since been published. This has been sponsored by the Indian Institute of Education, Pune and has been documented with the help of ICSSR-SSDC. The compilation contains about 40,000 entries according to subjects and authors in about 1,200 pages.

Mention may also be made of setting up of an Inter-Library Resources Centre at SSDC in collaboration with Jawaharlal Nehru University in 1973. Now, back files of newspapers, periodicals, government documents deposited by 35 participating libraries in Delhi, as well as unpublished theses and research reports, etc. can be consulted under one roof. To facilitate the work of research scholars, material not available in the premises is sought on inter-library loan from local libraries. Research scholars are also provided with select bibliographies on topics of their interest at nominal charges. The ICSSR has formed a Data Archivls Division, which has completed compilation of a national register of social scientists in India. ICSSR has also established Regional Centres at Bombay, Calcutta, Chandigarh, Hyderabad, New Delhi and Shillong. These Regional Centres are specifically meant to play an important role in the provision of documentation and research information services in regional languages in different regions of the country.

A national information grid is the need of the time to link up the centres of excellence (in social sciences) of the country and make expeditious service to the seeker of information a *sine qua non* of coordinated cooperation among the constituents.

The national system should have a focal point presided over by an advisory committee. It should also have a small secretariat, chief executive and divisional heads for programme, planning and policy.

The function of the focal point should be:

1. Formulation of a policy for NISSS.
2. Formulation of a plan of action.
3. Establishing mechanism for implementing policy and plans.
4. Allocating funds for various programmes.
5. Coordination of activities with national and international organizations.
6. Formulation of criteria, guidelines and standards.
7. Promoting and supporting research and development.
8. Promoting education and training programmes in information fields and user education.
9. Monitoring and evaluation of the performance of the system.
10. Act as a point of interaction with world information services, systems and programmes.

The NISSS network should include national centres of information, regional centres of information, sectoral systems, and other specialized services. The programme of establishment of a strong data library and documentation service centres, preparation of union catalogues and well-documented social science abstracts is of utmost importance and it should be given the highest priority. A centre like this should function as a clearing house of information with regard to social science research, and such centres should be set up on a regional basis.

It is in this context of streamlining the present SSDC-ICSSR set up described earlier that we have to examine the proposed National Information System in Social Sciences. The need to set up the NISSS should be considered in the background of the rapid development of their relevance to societal development. India has considerable experience in building information systems at different levels. However, we have not been able to give due priority to these, as a result of which we are not equipped adequately to cope up with the information and knowledge explosion. This is especially true in the area of social sciences.

Why is there an urgency to set up a national system? There is hardly any national policy which should guide the setting up of the various institutions towards the objectives of channelizing information activities in social sciences which have become indispensable for further development and progress. It is my view that ICSSR is potentially the most appropriate body to become a focal point for coordination and cooperation for the network of information centres and services outside. It should be able to facilitate the selection, processing and communication of ideas from the point where they are available to their potential users at all levels.

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Role of Book Exhibitions in Export Promotion of Books

Vijay C. Katkar**

There is no denying the fact that exhibitions are one of the important medias of mass communication. It is becoming very popular to organise exhibitions of any product for demonstrations of its quality and utility to the public. Unless a buyer sees the product and satisfies himself, he does not buy or order the product. The same is the case with books also. It is not enough for a reader to know the title of a book before he reads it. He would also like to know the contents of the book in brief, its language, illustrations etc. apart from knowing the names of the authors, publishers and the price, which usually a check-list or a catalogue contains.

The exhibition of books serves such a purpose. The visitor visits the book exhibition with a basic purpose to find the books on the subject of his choice. The book exhibition on the other hand offers a wide array of books on various subjects by different authors and publishers, differing in the number of pages, different prices, different production standards and so on. This gives a wide range for selection to a reader rather than selecting a book from a catalogue. The reader also on occasions comes across the book of his choice, which he was in need of for a long time but did not know how and where to get it. Therefore an exhibition having displayed a greater number of books becomes more popular. An added advantage is that many people can see the exhibition at a time. There is also a practice in vogue with some well-to-do people to set up a library in their drawing rooms. The books are bought not for reading but for display. Such visitors select books for their libraries keeping in view the size and production quality of the book. The book exhibitions serve a great purpose for these people. However, exhibitions are more useful for real book lovers and thus the book exhibitions also help in promoting book-mindedness among the people.

These are some of the major aims of book exhibitions at home. But organising book exhibitions abroad aims at something else. Books are purveyers of culture and therefore, when we organise book exhibitions abroad, we must take the utmost care to display a proper selection of books which will maintain the image of the country and at the same time help in building better cultural relations with the country where we organise the book exhibition. The most important aim of such exhibitions is the export promotion of books. The exhibitions cover the following aspects:

1. Publicity of the books,
2. Sale of books and procuring orders.
3. To identify the demand of the local public and increase the supply of books of their choice.
4. To obtain reprint or translation rights.

With a little more care and efforts, the book exhibitions can be made more effective and create a better impact. These exhibitions should be properly publicised through advertisements, organising press conferences, suitable hoardings or at least some banners at strategic places, the distribution of catalogues of the books, distribution of book-marks or other allied material having printed the name of the publishing house/bookseller, arrange sale of books during the exhibitions, inviting educational authorities such as teachers, university professors and deans, librarians etc. to see the exhibition and circulate information of the book exhibition among students. Offering some discount to the buyers during the exhibition can be an added advantage and attracts more visitors. Simultaneously, local publishers and booksellers can also be contacted for procurement of translation and reprint rights by the way of inviting them to the exhibition.

* The views expressed in this article are the personal views of the author and do not necessarily reflect the policies of the Government of India.

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A carefully planned book exhibition goes a long way and some of the prominent book publishers like Vikas, Allied etc. and book distributors like Star Publishers, UBS Publishers' Distributors, etc. are organising such book exhibitions effectively and imaginatively. However, it is not possible for a common publisher or a bookseller to organise such exhibitions very often on his own since it involves tremendous expenditure.

The Government of India is helping such small publishers in the export promotion of books. An Export Promotion Unit had been established in the Book Promotion Division of the Ministry of Education and Culture in June 1972. This Unit is helping the publishing industry in all possible ways in solving their problems, publicising Indian books by the way of organising special exhibitions of Indian books, India's participation in international book fairs, conducting market-surveys, publishing catalogues, maintaining up-to-date lists of importers and libraries in the countries abroad etc. All policy decisions with regard to the export promotion of books are taken by the Ministry, whereas the services of the National Book Trust, an autonomous organisation under the Ministry, are utilised in implementing the scheme of organising book exhibitions abroad. The Trust, at the instance of the Ministry of Education and Culture, after having taken the decision of participating in an international book fair or organising special exhibitions of Indian books, circulates the information among Indian publishers for collecting books. These books are further selected with the help of a Screening Committee consisting of the representatives of the Ministry, National Book Trust, Federation of Indian Publishers, Federation of Publishers and Booksellers Associations in India, NCERT etc. A catalogue of the selected books is also brought out and finally the books are despatched for the exhibition.

The cooperation of the Indian Missions is also sought for assessing the disciplines on which the books are in demand, fixing the venue for the book exhibition or liaison with the book fair authority for participation, local publicity and other matters.

When participation is arranged in large international book fairs, normally two representatives are deputed. One from the National Book Trust to look after the participation, meeting the queries at the stall, taking orders from the visitors etc. The other representative is deputed from the Ministry of Education for conducting market-surveys and looking after the export promotional aspect. He visits university deans, professors, local importers, librarians and invites them to the exhibition and presents them with catalogues and other publicity material, studies the local import rules and regulations, copyright act, negotiates for obtaining reprint or translation rights. Moreover, he assists the former at the bookstall. In smaller fairs, only one representative, usually from the Ministry is deputed to look after all the above-mentioned aspects. The representative of the Ministry is also expected to look after the cultural angle.

Our regular participations in the international book fairs such as Frankfurt Book Fair, Cairo International Book Fair, Singapore Festival of Books and Book Fair, Moscow Book Fair, Ghana National Book Fair etc. and organisation of book exhibitions in countries like Kenya, Mauritius, Hongkong, Indonesia, Sri Lanka, Bangladesh, Nepal etc. have proved very useful from the commercial as well as the cultural exchange point of view. Some of the exhibitions are organised only from the cultural exchange angle. The books are not sold during these displays but of late, the Ministry has started associating a merchant exporter with the displays, who can arrange for the sale of books and similarly arrange for execution of the orders booked.

The activities of the Export Promotion Unit of the Ministry of Education and Culture have increased manifold in the past few years. The possibility of export promotion of books in new markets such as the Gulf and Arab countries, some more African countries, Australia, Japan and other Far East countries, China etc. is being explored.

Our constant efforts of participating in the international book fairs and organising exhibitions have yielded tangible results. Export of Indian books and periodicals in the years 1972-73 was to the tune of Rs. 14.6 million. Today the figure has touched to Rs. 10 million. Much of the credit for this increase in the export of books goes to the exhibitions (including participation in book fairs) being organised abroad by the Ministry of Education and Culture with the help of National Book Trust and the exhibitions organised by private publishers and booksellers.

Though these efforts of organising book exhibitions abroad look satisfactory, we have to face tough competition with U.K. and U.S.A. whose book industries are highly developed. Though our books are comparatively low priced, our books lack in production standards, quality of paper, binding etc. The developed Western countries heavily subsidise their text books. Their frequency of organising book exhibitions is also better than ours. To compete with these developed countries we need to organise more and more exhibitions apart from the other export promotional activities. Also there is scope for improvement in the quality of our book exhibitions.

It may be advised that more and more publishing houses should send their books to the National Book Trust for participation in the international book fairs and exhibitions. If they do not receive NBT's circulars to subscribe to their books, they may write to the Director of the Trust to include their names in the regular mailing list of the Trust. This will help not only in making our selection impressive but also add to the national prestige and increase the export of books, obtaining more reprint/translation rights. This will in the long run, benefit the country and ultimately the individual publishers.

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Towards Scholarly Communication Series:

The Art of Book Reviewing

*Taj Rawat**

Book reviewing has become a worldwide art and a hobby for the intellectual class all over the world; but a very few of the reviewers know that it is not merely an art but interesting fun also. For the review of books and journals in the real perspectives, it is necessary at the first instance to understand the surroundings in which the book is written, the main ideas of its author, the base of subject or theme and other humanistic ideas or things by which the author is inspired or dedicated to the human cause. Book reviewing is an interesting subject all in all and hence should be utilized in a scholarly sense. In this way, book reviewing is also an art.

No doubt, book reviewing is an excellent art if reviewed seriously or with a purpose of genuine literary sense, critical approach and analytical sense in an actual way. In India, there is an utter need to develop and propagate the art of book publishing as well as book reviewing in an original and outstanding way to develop both our people and society.

Book Reviewing in India: Our publishers also should realize the need of the hour is to develop this art in a prolific way with a literary sense and more humanistic approach. In the real sense, we have not developed this art as a profession at all as it should have been developed by now. The progress is very slow. It is very surprising that there are only some journals which are devoted to the cause of book reviewing as a whole. There are some national newspapers also which exclusively publish book reviews in their magazine sections, special editions, for example, *The Hindustan Times, Indian Express, The Times of India* and *The Hindu*. But even then, it is just like a drop in the ocean and we have to depend solely on book review journals like *Indian Book Industry* (*I.B.I.*), *Indian Book Chronicle* and *The Book Review* etc. It is a matter of happiness that *Indian Book Industry* has made an impact on the reader's mind in the sense, as a real review journal which has an everlasting literary sense and greater educational value in comparison with many others. *I.B.I.* is not only a house journal of books but is a literary review crusader for one and all which has created a sensation in the field of book reviewing journalism in India. It is impossible for a common reader to reach out to every book or buy every book easily as it proves too costly for him. So, it is easy for him to know about the book through an illustrated detailed review which is published in a national newspaper or a review journal. It is also quite disappointing that the regional newspapers do not support the cause of book reviewing as they are more keen to publish some sexual or sensuous story to raise the circulation.

There is thus a great need for some academic journals published for this purpose leaving them totally without any bias and control. This will help to inculcate new ideas, views and creativity in the authors as well as readers.

In a country like ours, big journals publishing, including some national dailies, should provide more space for the sake of book-review-art. The book reviews published in newspapers like *The Times of India*, *Indian Express* and *The Hindustan Times* are not quite illustrated and explicitly explained as are explained in *The New York Review of Books* and *Times Supplement*. The readers enjoy three of them. *Indian Express* is known for its magazine edition and well researched stories and analysis on human rights, press freedom and international affairs, and *The Times of India*

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for its printing process and news analysis while *The Hindustan Times* is of greater value for suitable advertisements and its magazine section with some stories from the humanistic angle and well illustrated book reviews. In fact, *H.T.* is more popular for its photojournalism. There is hardly any newspaper with whom readers are quite satisfied from the point of view of book-reviews.

The 'Book Review' art is quite popular and well developed in countries like the United States and United Kingdom. Even in a small literary journal, the reviews are published in a more prolific way. The "Publishers Weekly" (U.S.A.) is the most popular in the field of book review journalism. The journal has a craze for literary personalities all over the world and in this way it has proved a solid impetus in the field of review art. "The Library Journal" (U.S.A.) has a unique place in the reviewing of books of various fields in a prolific way with the help of its expert authors. "The Literary Journal" is also of unique importance. "The Library Quarterly" is edited by Howard W. Winger from 5809, Ellis Avenue, Chicago, Illinois, 60537, and published from the University of Chicago, Graduate Library School, Illinois, (U.S.A.). The journal also highlights the problems in the field of library science and libraries in the world.

The other excellent journals on book reviewing which have world-wide impact on the mind of the educated class are: "Journalism History", "Journalism Quarterly", "The American Book Reviews", "The New York Review of Books", "The Chronicle of Higher Education", "The Grand Street Journal", "Public Opinion Quarterly", "Journal of Communication", "Journal of Reading", "Times Literary Supplement", London (U.K.), "Chicago Sun Times", "Times Higher Education Supplement", London (U.K.), "The Washington Post Book World", "The Book Forum", "New York Times Book Review" and "International Herald Tribune", "Journal of Modern Literature", "The British Book News, London (U.K.), "The American Poetry Review" and "The School Library Journal" (U.S.A.). Now it is quite obvious that there is a great need to publish such educational and scholarly journals in India too. *The New York Review of Books* and *New York Times Book Review* are a platform for book review journalism.

In India, there are a handful of journals which give us real information about new books in the fields of art, science, mass communication and education, etc. *The Indian Book Industry*, *Indian Book Chronicle*, *The Book Review*, *Library Herald* and *Library Information* are some of them. As far as the question of India is concerned the *Indian Book Industry* has already made its impact amongst the higher educated class in India. The *Library Herald* is edited by Krishna Kumar, and published by Delhi Library Association, Municipal Public Library, Queen's Garden, Delhi-6 (India). It is sad to know that there is no scholarly library journal in India as it should be.

Even then, there seems to be a great need for us to publish and develop these journals in a more scholarly way and to review scholarly literature with a marked distinction. For this purpose, educational seminars, debates are necessary for scholarly discussions and communications among top reviewers, scholars and experts on concerned literature and various other subjects.

It is also a sad experience for us that our top national newspapers are not taking seriously the art of book reviewing as it is in the United States and United Kingdom. Today, we realize that there is a great need to publish scholarly journals and purely literary magazines like "The New York Review of Books", (U.S.A.) or "Times Supplement" (U.K.) Two journals i.e. *Indian Book Industry* (Editor: O.P. Ghai) and Indian Book Chronicle (Editor: Dr Amrik Singh) have emerged at the national scene and are quite popular among students and scholars as well. The books reviewed in these journals have their own academic influence on the reader's mind. Particularly, *Indian Book Industry* (*I.B.I.*). is known for its review value, get up and fine printing process which produce its international numbers from time to time.

We hope that in the coming years, we will see these journals of book reviews with the scholarly flavour of eminent authors' writings. Now, there is an ardent need to produce a purely literary journal like "The New York Review of Books" in an outstanding literary value and sense with a scholastic approach.

Undoubtedly, book reviewing is an art and helps in propagating the book culture in an outstanding way. We can talk and know about a book through its truthful reviewing in a newspaper or journal. It is hoped that in the near future, we will see more interesting journals which are purely dedicated to book reviewing art and journalism.

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FEDERATION NEWS

AWARDS FOR EXCELLENCE IN BOOK PRODUCTION, 1983

The selection of Books for the 9th Award for Excellence in Book Production was held in the premises of the Federation of Indian Publishers. The Panel of judges were :

1. Mr. G. Venkataraman, Directorate of Audio Visual Publicity
2. Mr. Abul Hasan, Ministry of Education
3. Mr. D.R. Mankekar, Authors Guild
4. Mr. P. Das Gupta, College of Arts
5. Mr. M.R. Kumar, Master Printers
6. Mr. S.K. Bhatia, Federation of Indian Publishers.

AWARDED BOOKS IN DIFFERENT CATEGORIES

Language	*Title*	*Publishers*	*Prize*
	Art & Pictorial Books, including Reproduction of halftone		
English	Dawn of Mughal Painting	Vakils, Feffer and Simons Ltd.	First Prize
—do—	Early Sculpture of Nepal	Vikas Publishing House	Second Prize
	Cooking Delights	Vakils, Feffer and Simons Ltd.	Certificate of Merit
	Textbooks—Schools		
English	Tony the Turtle	Vikas Publishing House	First Prize
—do—	My Book of Birds	Indian Book Depot	Second Prize
—do—	My Fun with Numbers 1-100	Pearl Publishing House	Second Prize
—do—	Gas and Arc Welding	Wiley Eastern Ltd.	Certificate of Merit
—do—	Picture Writing	Madhuban	—do—
—do—	Druk Readers	OUP	—do—
Hindi	Akshar Nidhi	Pearl Publishing House	First Prize
—do—	Tin Tin	Vikas Publishing House	Second Prize
—do—	Shabd Madhuri	Pearl Publishing House	Certificate of Merit
	Textbooks—Colleges		
English	Advances in Agricultural Microbiology	Oxford & IBH	First Prize
—do—	Labour Surplus Economy	Macmillan	Second Prize
—do—	Advanced Surveying	Tata McGraw Hill Co. Ltd.	Certificate of Merit
Hindi	No Award		First Prize
—do—	—do—		Second Prize
—do—	Uchch Arthik Sidhanta	Vikas Publishing House	Certificate of Merit
	Children's Books		
English	Tales from Birbal & Akbar	Hemkunt Press	First Prize
—do—	Shivaji	Vikas Publishing House	Second Prize
—do—	Bunny Books	Frank Bros.	—do—
—do—	Nursery Rhymes	Hemkunt Press	Certificate of Merit
Hindi	Colour in Magic	Scholar Publishing House	—do—
Hindi	No Award		First Prize
	Bachchon Ki Kwalliyan	Shakun Prakashan	Second Prize

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Scientific and Technical books

English	Trematodes of Animals & Man	Amerind Publishing Co.	First Prize
—do—	Computer Programming in Fortran	PHI	Second Prize
	USSR/USA Bering Sea Experiment		Certificate of Merit

Medical and Legal Books

	Colour Atlas of Dermatology	Interprint	First Prize
	Forensic Medicine	Orient Longman	Second Prize
	Trematodes of Animals & Man	Amerind Publishing Co.	Certificate of Merit
	Crisis of Indian Legal System	Vikas Publishing House	—do—
English	A Consultant on the Rampage	Vikas Publishing House	Second Prize
—do—	Umraojan Ada	Orient Longman	Certificate of Merit
Hindi	No Adward		
Punjabi	—do—		
Urdu	—do—		

General Books

English	Harappan Civilization	Oxford & IBH	First Prize
—do—	Studies in Rural Participation	—do—	Second Prize
—do—	Medieval India	Macmillan	Certificate of Merit
Panjabi	Jazbain Da Harh	Navyug Publishers	First Prize
Urdu	Zahra-i-Ishq	D.K. Publishers	—do—
Hindi	Nagar Shali Ka Naye Hindu Mandir	Prabhat Prakashan	—do—
—do—	Bikhare Tinke	Rajpal & Sons	Second Prize
Marathi	Pratima	Parimal Prakashan	First Prize

Reference Books (Encylopaedias/Dictionaries, etc.), Year Books, etc.

English	Frank School Atlas	Frank Bros.	First Prize
—do—	Concise Economic Encyclopaedia	D.K. Publishers	Second Prize
Hindi	Rajneeti Vigyan Kosh	B.R. Pub. Corpn.	First Prize
English	Tales of the Punjab	Vikas Publishing House	First Prize
—do—	Shamans Mystics & Doctors	Oxford University Press	Second Prize
—do—	Linear Circuits	PHI	Certificate of Merit

Jackets

English	Eternal Himalaya	Interprint	First Prize
—do—	Guru & the Policeman	Vikas Publishing House	Second Prize
—do—	The Diagnosis and Management of Cancer	Orient Longman	Certificate of Merit
Hindi	Lokayat	Macmillan	First Prize
—do—	Khanjan Nayan	Rajpal & Sons	Certificate of Merit (No Second Prize)

Catalogues—unpriced promotional ones

English	Tarang Paperbacks	Vikas Publishing House	Second Prize
—do—	Rupa Paperbacks	Rupa & Co.	Certificate of Merit
Hindi	Macmillan Hindi Prakashan	Macmillan	Second Prize
—do—	Pustak Parichay	Rajpal & Sons	Certificate of Merit (No First Prize)

Book Posters/Brochures

Reflections	Akbarali H. Jetha	First Prize
The Holy Vedas	Clarion Books	Certificate of Merit
Talking of Gandhi	Orient Longman	—do— (No Second Prize)

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NEWS & EVENTS

INTERNATIONAL BOOK AND AUDIO-VISUAL FAIRS—1983

(1) Cairo International Book Fair 27 January—7 February
(2) Calcutta Book Fair 4—20 February
(3) Bologna (Italy)—Children's Book Fair 3—6 March
(4) Bruxelles (Belgium)—Foire Internationals Du Livre 12—20 March
(5) Leipzig (D R Germany)—Leipziger Messe 13—19 March
(6) London Book Fair 6—8 April
(7) Paris—Salon Du Livre De Paris 14—20 April
(8) Jerusalem (Israel)—International Book Fair 25—30 April
(9) Warsaw—International Book Fair 18—23 May
(10) Dallas—ABA Trade Exhibit 4—7 June
(11) Singapore—Asean Didacta 7—11 June
(12) Moscow International Book Fair 6—12 September
(13) Frankfurt Frankfurter Buchmesse 12—17 October
(14) Cannes (France)—Video Communication 15—19 October
(15) Belgrade (Yugoslavia)—International Book Fair 27 October—2 November
(16) Montreal (Canada)—Foire Internationale Du Livre 23—26 November

THE BAGHDAD PRIZE FOR ARAB CULTURE

The Executive Board of Unesco, by decision 5.5.4 adopted at its 13th session, authorized the Director-General of Unesco to accept a gift from the Government of Iraq to finance a prize amounting to approximately US $10,000 in recognition of meritorious work in the field of Arab Culture.

The prize, known as the Baghdad Prize for Arab Culture, will be awarded for the first time in September 1983 in accordance with the procedure laid down in the Statutes of the Prize.

The purpose of the Prize is to reward one national of an Arab country and one national of any other country who have contributed by their artistic and intellectual work to the development and dissemination of Arab culture throughout the world.

The nomination papers should contain six copies of an explanatory note, covering not more than five standard pages, concerning the identity of the candidate and his work. To this could be attached, where appropriate, material or documents to serve as illustration and evidence.

Nominations should be submitted to the Director-General of Unesco by the governments of Member States, in association with their National Commissions for Unesco, and by international non-governmental organizations in consultative relationship with Unesco, specially concerned with Arab culture, each being entitled to nominate one candidate per category.

The final date for submitting nominations for the first award of the Prize is 30 June 1983.

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NAOROJI AWARD FOR SHOURIE

Noted journalist and Magsaysay Award-winner Arun Shourie was presented the Dadabhai Naoroji Memorial Award for 1982 for his oustanding contribution in the field of journalism.

Receiving the award amid thunderous applause at the hands of eminent jurist N.A. Palkhiwala, Mr Shourie said it was a highly fulfilling experience for 'an ordinary mortal' like him.

Speaking on "What more can the good do", Mr Shourie said that idealism and "unadulterated" moralism could alone bring about some reform in the present situation in the country, ridden with diseased politics. He ruled out any reform from within the arena of politics.

RAJASTHAN LITERARY AWARDS

The Rajasthan Sahitya Academy, Udaipur, has announced literary awards for the year 1982-83.

According to the chairman of the academy, Mr Prakash Atur, the Rs 9,000-Meera Award has gone to Yadvendra Chandra for his novel, Hazar Ghoron Ka Sawar, while the Rs 7,000-Prithviraj Rathore Award would be shared by Jahur Khan Mehar for Rajasthani Sanskriti Ra Rachit Ram" and Satyan Joshi for Rovania Dasa.

The Sudhindra Award of Rs 2,000 has gone to Bhagwati Lal Vyas for Phutpath Per Chidia Nacheti Hai and the Ranghey Raghav Award to Habib Kephy for his novel, Anayak.

Similarly, the Kanhiya Lal Sahal Award has been given to Ratan Lal Mishra for his book, Rajasthan Ki Durga.

THE LAST LABYRINTH WINS THE SAHITYA AKADEMI AWARD

THE LAST LABYRINTH by Arun Joshi published by Vision Books Pvt. Ltd. and Orient Paperbacks, which has won the Sahitya Akademi Award for English for 1982, has been described by the *Times Literary Supplement* as "in some ways a facsimile of Saul Bellow". A novel of great power it probes into the still unresolved mysteries of God and death, the greatest of all cosmic mysteries. To quote *Times Literary Supplement* again, "Were a book such as this not well written, it would perhaps fail to appeal to the Western mind. In Arun Joshi's hands we are swept into the unknown".

The well-known critic Prof. K.R. Srinivasa Iyengar regards Arun Joshi as "an unusual talent engaged in the art of fiction" and describes this novel as "gripping, sophisticated, a cross between all our yesterdays and ambiguous present . . . almost a paradigm of the contemporary diseased world where nameless discontents grow, their own pestilential vapours, and self-doomed humanity lacking faith, lacking grace is tragically resigned to being suffocated by them".

It is important that the noted critic regards this work as a continuation of his previous novels and the whole phenomenon as "a single work in process".

This is a much acclaimed novel, one that rightly deserves the Award. As *Khushwant Singh* writes: "Arun Joshi has evolved a style and thematic approach uniquely his own. His prose is at once as felicitious as it is flawless. The story is beautifully written . . . commands the reader's undivided attention to the finis. With this novel Joshi takes an honoured place among the best of Indo-Anglian writers".

Arun Joshi is a management consultant by training and profession—and a writer only by choice. He has published three novels so far—*The Foreigner*, *The Strange Case of Billy Biswas* and *The Apprentice*, and a collection-

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of short stories. He lives in New Delhi and heads The Shri Ram Centre for Industrial Relations and Human Resources, manages a manufacturing plant and is involved in rural industrial development planning.

RARE EDITION OF VALMIKI RAMAYANA PUBLISHED

A rare edition of Valmiki Ramayana in seven volumes, edited by an Italian professor in the 19th century, has been brought out by the Indian Heritage Trust, Madras.

According to its managing trustee, Mr V. Sadanand, the volume was edited by Mr Gaspare Gorresio, professor of Sanskrit in Turin University in Italy and was first published in France between 1843 and 1867.

Mr S. Santhanam, a trustee, said the Trust was formed in 1980 with the object of recovering and resuscitating the country's cultural and literary heritage, by printing valuable works no longer in print.

SYMONS AWARD FOR AMRIK SINGH

Dr Amrik Singh, Former Vice-Chancellor of Punjabi University, Patiala, has been awarded the 1982 Symons award instituted by the Association of Commonwealth Universities, London.

The award given to Dr Amrik Singh for his contribution to the Universities of the Commonwealth was presented at the 58th annual meeting of the Association of Indian Universities held in Kanpur this month.

NEW VARSITY FOR MP

The Madhya Pradesh Government has decided to set up a new university at the divisional headquarters of Bilaspur from the academic session beginning July, 1983.

The University will be named after Guru Ghasidas, founder of the Satnami sect in the Chhattisgarh region in eastern Madhya Pradesh, according to an official announcement.

A committee has been constituted under the chairmanship of Ashok Bajpai, Secretary, Education, to prepare the necessary Bill to be submitted to the State government by February 28, 1983.

The new university will be the 11th in the state. Universities already exist in the divisional headquarters of Gwalior, Ujjain, Indore, Bhopal, Sagar, Jabalpur, Rewa and Raipur.

Besides, there is an Agriculture University at Jabalpur and University of Music and Fine Arts, the only one of its kind in the country, at Khairagarh in the Chattisgarh region.

BOMBAY BOOKSELLERS AND PUBLISHERS ASSOCIATION OFFICE BEARERS ELECTED

The Annual General Meeting of the Bombay Booksellers and Publishers Association was held recently and the following were elected as Office-bearers.

1.	Shri P.N. KUMTHA	—President	—Bombay Book Depot
2.	,, S.L. FURIA	—Immediate Past President	—Students Agencies
3.	,, H.D. CHATLANI	—Vice-President	—India Book Distributors
4.	,, C.P. GUPTA	—Hon. Secretary	—Varshney Prakashan
5.	,, K.K. GOGRI	—Hon. Joint Secretary	—Dhanlal Brothers
6.	,, J.S. SETHI	—Hon. Treasurer	—U.B.S. Publishers Distributors Ltd.

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The Association represents the local book trade and is established for the past 22 years and is affiliated to the Federation of Publishers and Booksellers Associations in India, New Delhi, the apex body of the national book trade. This Association has so far been presided over by well-known booktrade leaders of national standing.

The newly elected President, Shri Kumtha has been in the trade for the past 38 years and has been managing the Bombay Book Depot, famous for its variety of books on Marathi literature, since 1948. It has initiated the Pustak Pandhari, Pustak Jatra, etc. successfully. The Bombay Book Club, run by Shri Kumtha, has over 5,000 subscribers.

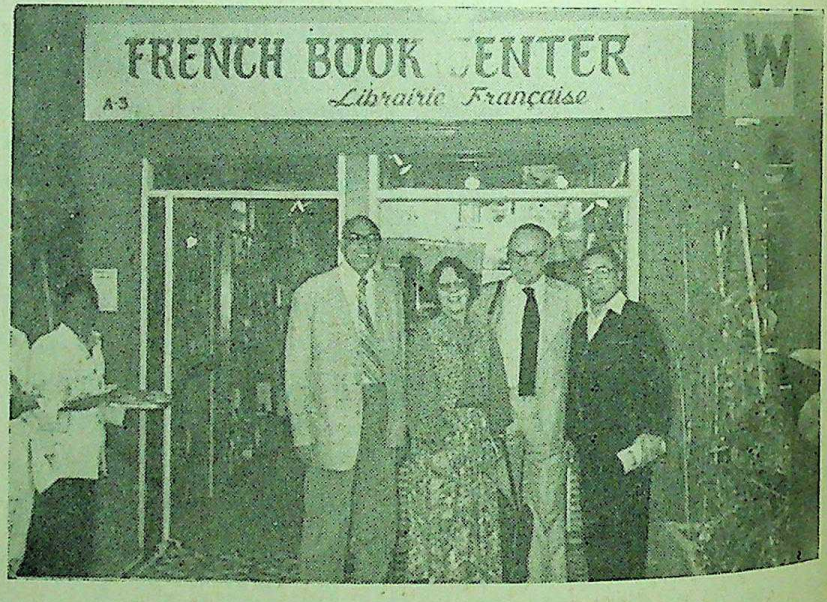
16 U.K. FIRMS DISPLAYED AT PAMEX'83

Within the International Printing and Allied Machinery Exhibition (PAMEX '83) which was held in New Delhi from January 16 to 26, 16 British companies showed their latest aids for print shops large and small arranged by the British Overseas Trade Board and the British Federation of Printing Machinery and Suppliers.

The Federation is a trade association representing more than 120 companies, which together form the major part of Britain's printing machinery industry. They sell presses, ancillary equipment and supplies to printers throughout the world.

In 1981, India sold Britain goods to the value of £ 294 million (Rs 461.4 crores) and bought British goods worth £ 639 million (Rs 1,021.5 crores).

INAUGURATION OF FRENCH BOOK CENTER



From Left Sh. O.P. Ghai, Mrs. Evelyne Vivet, Mr. Jean Pierre Vivet, & Sh. S.K. Ghai

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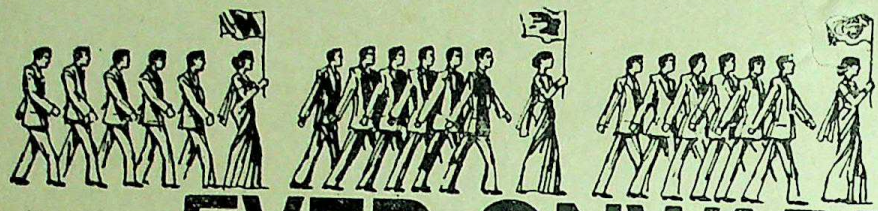

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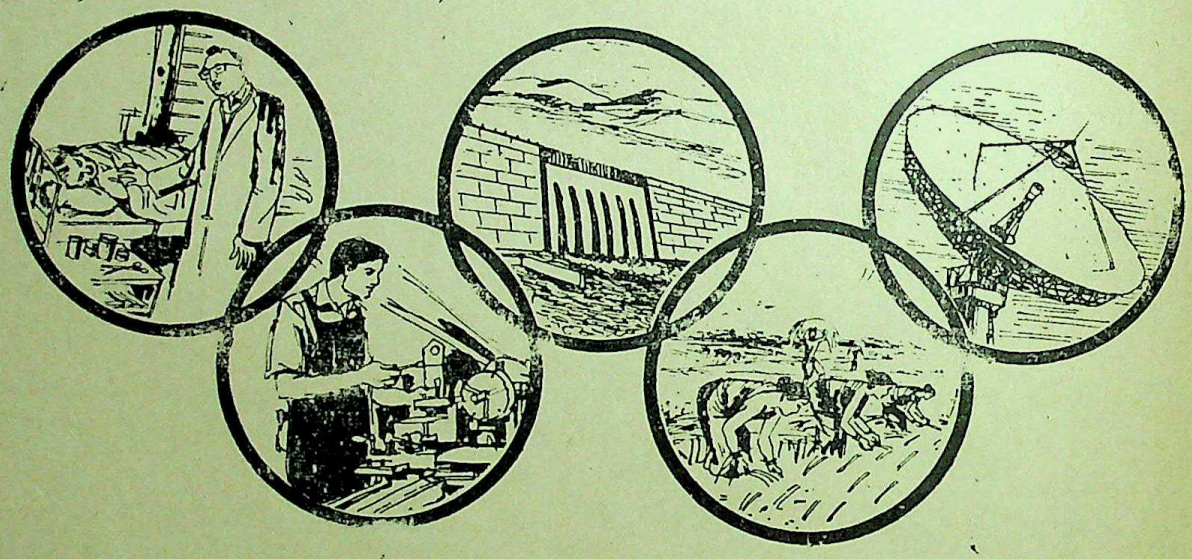

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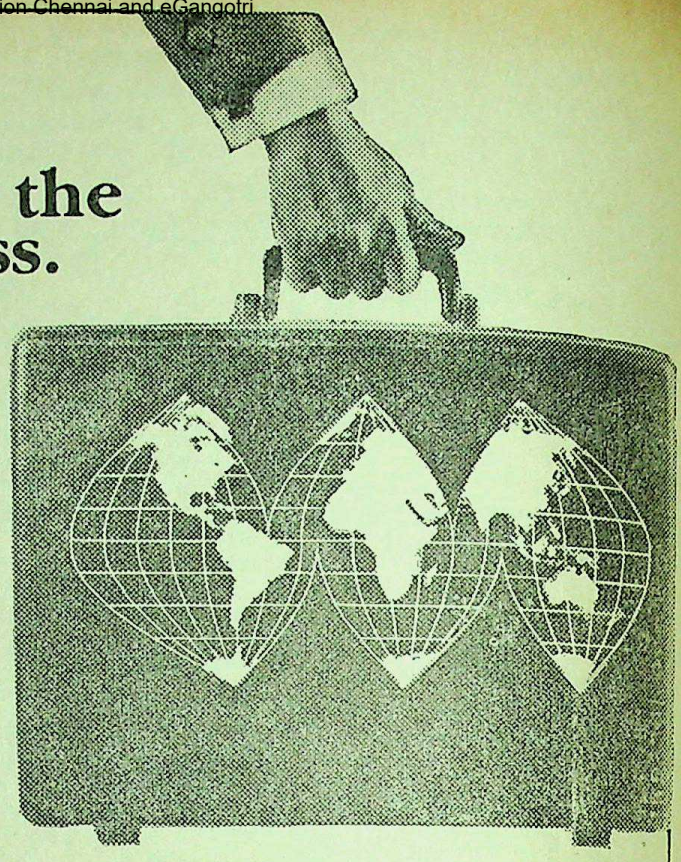

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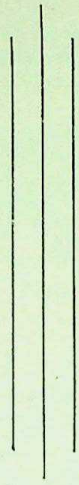

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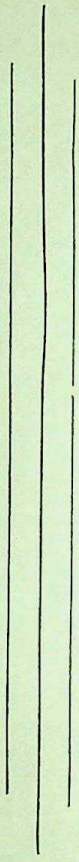

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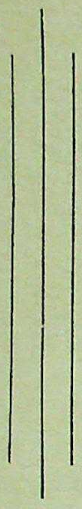

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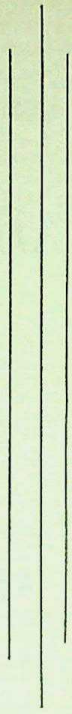

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BOOK REVIEWS

THE LAST LABYRINTH by Arun Joshi, Orient Paperbacks, 1981, Rs 14

The Last Labyrinth is a splendid novel; serious, powerfully disturbing and irresistibly readable, fascinating exploration of the turbulent inner world of a successful young urban Indian.

Som Bhaskar is a millionaire industrialist, married to a woman of his choice who has borne him two children, yet relentlessly driven by undefined hungers which he unsuccessfully seeks to satisfy by possession of an object, a business enterprise, a woman. And then he encounters Anuradha and lusts for her with feverish intensity: Anuradha of indeterminate age and origins, tall, handsome and obsolete, who becomes more and more the centre of his entire existence. Their love-making is unfolded in sequences of incredible sensuousness, alternating between Bombay, and Banaras—with its narrow, dirty lanes, dancing girls and spiritual aura—where Anuradha lives in a decaying haveli with another man.

Amidst this intriguing juxtaposition of locales, the novel plunges into a haunting world of life, love, God and death, the greatest of all mysteries—the last labyrinth.

Here is a very contemporary theme and Arun Joshi handles its complexities effortlessly. The story's spiritual and sensuous dimensions are interwoven with great finesse making this novel a rare, unforgettable treat.

"Arun Joshi has evolved a style and thematic approach uniquely his own. His prose is at once as felicitous as it is flawless. The story is beautifully written...commands the reader's undivided attention to the finish. With this novel Joshi takes an honoured place among the best of Indo-Anglian writers."

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"...One of the very few Indo-Anglian writers who seem conscious of technique and experimentation."

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PRESENT-DAY NON-MARXIST POLITICAL ECONOMY: A Critical Analysis, Translated from the Russian by Galina Sdobnikova, Progress Publishers, Moscow, 1975, Price not mentioned.

This is a critique of non-Marxist economic theories, with a Marxist analysis of the substance and specific features of the present stage in the crisis of bourgeois political economy.

Part One shows the present state of the traditional schools of Western economic thought. The authors consider the views of the leading representatives of these schools on economic growth, money, inflation, the "social market economy", international monetary relations, and balance-of-payments regulation.

Part Two gives a critical analysis of new economic doctrines (US institutionalism, Perroux's "general theory", "post-industrial society", "managerial revolution", "human capital", radical political economy, and so on).

URBAN GROWTH AND URBAN PLANNING: Political Context and People's Priorities by Alfred De Souza (Ed), Indian Social Institute, 1983, Rs 25

On the basis of the 1981 census data and new research on the problems of metropolitan cities in India, this book analyses the implications of urban growth and urban planning in its implicit political and ideological context. Several major interrelated themes are developed: current urban trends, rural-urban migration especially of women, the informal sector, slums and urban environment, urban land policy and housing. The challenge of the Indian city is to plan for the urban poor who so far have been excluded.

Contributors of this book are:

Ashish Bose, C.S. Chandrasekhara, Alfred De Souza, Louis Menezes, E.F.N. Ribeiro, Kirtee Shah and Andrea Menefee Singh.

V.N. Shukla's CONSTITUTION OF INDIA, seventh edition revised by D.K. Singh, Eastern Book Company, Lucknow, 1982, Rs 90

The reputation of the book was well-established by the time its last edition came out. The book has come to be regarded as a standard treatise on the Indian Constitutional Law. This edition had become overdue as there have been significant developments since its last edition was brought out in 1975 by way of amendments in the text of the Constitution, in particular the forty-second and forty-fourth amendments and also due to the opinions

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delivered in several Supreme Court decisions, notable of them being Maneka Gandhi, N.M. Thomas, Rajasthan (the President's Rule), Minerva Mills among others. This required changes of detail and emphasis, though the attempt has been to explain and illustrate the basic principles of law. The present edition incorporates amendments in the text up to the constitution (forty-fifth Amendments) Act, 1980.

The book is prescribed as a text book for students in practically all the law schools in India. There has always been a persistent demand for this book as is evidenced by the appearance of six editions in quick succession.

This book is unique in the sense that it treats the subject-matter in simple language and an easy style. It contains an accurate and well-arranged summary of the principles of law and their application in varied situations. It is written in a *commentary* style, but the treatment throughout the book has been to give a coherent and integrated picture as far as possible of the constitutional provisions and to lay emphasis on the theoretical aspect of the law.

THE TRADITIONAL BIRTH ATTENDANT IN SEVEN COUNTRIES: Case studies in utilization and training, edited by A. Mangay-Maglacas and H. Pizurki, Geneva, World Health Organization, 1981 (Public Health Papers, No. 75). ISBN 92 4 130075 2. 211 pages. Price: Sw. fr. 15. French edition in preparation. Also available in Spanish.

The health needs of women and children, particularly those living in rural areas of developing countries, are not being adequately met. Infections, malnutrition, and the complications of pregnancy and childhood continue to take a heavy toll of life for many reasons, among which are inadequate health care, poverty, ignorance, and social changes. In many countries the national resources are insufficient for the provision of a complete health service staffed by qualified personnel and may well remain so for many years.

This publication describes the efforts that have been made by six countries—Ecuador, Honduras, Philippines, Sierra Leone, Sudan, and Thailand—to establish TBA training programmes and gives the reasons why it is thought a similar programme should be established in Sri Lanka. Each study elaborates upon a special feature of the TBA programme in the country concerned and they all provide a general picture of the training and use of TBAs.

Through the collection and subsequent publication of such information obtained in countries, WHO hopes to stimulate national interest in the development of TBA programmes where such interest is currently lacking, to enable each country with TBAs to compare its progress (or lack of it) with that in others, and to lead to a better understanding of the reasons for success or failure.

This book will interest those who are responsible for training and supervision in primary health care, especially in nursing, midwifery, and family planning. It also makes informative and stimulating reading for health planners and administrators who wish to make the best use of the available human resources and for sociologists with a concern for the developing countries.

WORLD HISTORY—I.C.S.E. by Maharaj Kumar Rathke, Selina Publishers, 1979, Rs 14

The book owes much to several sources and many persons. There are innumerable excellent books in the market which cover the wide spectrum of European History and yet others which deal with the U.S.S.R., the United States, China, Japan, and Germany. But the presentation and the approach are better suited to the requirements of university students. The primary need is a book which will provide adequate detail making the subject matter more meaningful and interesting in language suited to the vocabulary of a student of history at the school level.

The author has made an effort to make each study self-contained, while at the same time maintaining the essential continuity of development and interplay of events that are typical of the period. Comparisons and cross-reference have been extensively used to achieve this aim; but careful and skilful teacher guidance will be indispensable for better understanding by pupils. In a work such as this the task of selection is necessarily difficult, and I therefore, desire to ask the pardon of those readers whom I may, inadvertently, have offended by not including, or by passing over lightly, events which are of special interest to them. A selected study of related topics will help them to realize the inter-relationships and appreciate the significance of different movements, people and events.

INTERNATIONAL LITERARY MARKET PLACE 82-83, R.R. Bowker Company, New York and London, 1982, US $ 68.50

This is the seventeenth edition of *International Literary Market Place* in which, for providing up-to-date information, about 50 per cent of the material has been changed from the last edition.

Publishers, booksellers, libraries, book trade organizations, literary agents, book clubs, literary reference books and periodicals related to publishing of 160 countries have been covered in this masterpiece.

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ATTENTION AND DISTRACTION by Anima Sen, Sterling Publishers Pvt Ltd., 1983, Rs 75

The present book is proposed for students in Psychology as also for research students who often feel the need of acquainting themselves with the developmental history of attention in the field of Cognitive Psychology.

The concept of attention has long left the mere domain of conation; it is now increasingly becoming one of the focal themes in cognitive psychology. During the last two decades or so there has been an upsurge of research on this subject, and the perspectives for studying attention never seemed to be rigid.

An attempt has been made in this book to identify the nature of attention, vis-a-vis the problem of distraction. It then traces the history of the developmental trend of attention as a scientific concept.

Various models of attention do present a framework for generating further research. With new and powerful mathematical techniques, new experimental designs, and above all with the level and amount of interest in the field, the construct of attention would be more and more flexible to incorporate newer and more concepts, and in the process it would be enriching itself in providing a guideline for the understanding of human behaviour and performance, in general.

MACRO-ECONOMIC MODELS by V.S. Dadayan, Progress Publishers, Moscow, 1981

Professor Vladislav Surenovich Dadayan is a leading Soviet specialist in the field of Mathematical modelling of economic processes. All the useful chapters are divided into two parts.

Part-I deals with the Analysis of Models of Expanded Reproduction in which we find the outstanding example of such an analysis in the works of Marx where it relates to a numerical two sector model in which the first subdivision represents the output of the means of production and the second that of articles of consumption.

The author also considers two aspects of the problems of macro-economic modelling, namely the theoretical and methodological aspect, and problems of application. Separate sections of the present volume are devoted to each.

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In solving the theoretical and methodological part of the problems the author relies on a genetic analytical approach and arrives at a model oriented interpretation and analysis of a set of scientific concepts relating to the mechanisms governing the process of expanded reproduction that are traced historically. In this connection the author arrives at important results which will certainly attract the reader.

OUR PRESIDENT : GIANI ZAIL SINGH by B.K. Ahluwalia and Shashi Ahluwalia, Harnam Publications, 1983, Rs 65; $ 12; £ 6

The office of the President of India which was filled by eminent men like Dr Rajendra Prasad, Dr S. Radhakrishnan, Dr Zakir Husain, V.V. Giri, Fakhruddin Ali Ahmed, Sanjiva Reddy, has in Giani Zail Singh, a man who fills the bill with perfect aplomb.

He is a simple man, down to earth in his actions and reactions, bereft of the pride and arrogance which normally go with power. He is endowed with a rich sense of native humour which finds expression through laugh-laden Urdu/Punjabi couplets. When he leans on couplets to demolish the arguments of his opponent he invariably comes out the winner.

As a freedom fighter he dared to stand up and ask the foreigners to leave India. He plunged into the national struggle while he was at school. He read the scriptures of Sikhism and became a truly knowledgeable person, a Giani in the real sense. Through nationalism he earned the love of the people.

The authors show their innate acumen while defining the qualities of the President of India. To the Sikhs his election to the high office is a significant event but to the others this marks the elevation of a humble man to the highest office.

This work is a pen-portrait of the man who symbolises the hopes and aspirations of all Indians. A welcome addition to every library and individual book-shelf.

THE TEACHING OF SOCIAL STUDIES by S.K. Kochhar, Sterling Publishers, 1983, Rs 60

Social Studies is an important area of school curriculum. The subject can achieve the fullest potential if the Social Studies teacher is well-equipped with the latest content of the subject and methodology of teaching the same.

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social studies laboratories, libraries and museums, social studies teachers, utilising current events, utilising community resources, teaching controversial issues, teaching of national integration, developing international understanding, evaluation, lesson planning etc.

The book meets adequately the requirements of the B. Ed syllabus of all the universities of the country.

NATURAL HISTORY OF THE MAMMALIA OF INDIA AND CEYLON by Robert A. Sterndale. Originally Published in 1884. A new unabridged edition (1982) by the Himalayan Books, Rs 275, Pages: 540 with 170 illustrations

This popular natural history of greater Indian sub-continent mammals was dedicated to the then Earl of Northbrook, the Governor-General and Viceroy of India. The work was designed to meet the existing need of a handy and serious study of the Indian mammals. It was, at the time of its first publication in 1884, the only comprehensive work of its kind and excellently discussed about all mammals of the greater India subcontinent spanning from Afghanistan in the west to the Malayan peninsula in the east, from Tibet in the north to the island of Ceylon (Sri Lanka) in the south. The contemporary stiff formality of approach of the natural histories was discarded, as had been claimed by the author in his preface, and very successfully he "endeavoured to present in interesting conversational and often anecdotal style, the results of experience" by himself and his personal friends and "at the same time freely availing of all the known authorities upon the subject." In fact, the author had consulted all precedent and contemporary specialists like Blyth, Elliot, Hodgson, Sherwill, Sykes, Tickell, Hutton, Kellaart, Emerson, Tennent, Col McMaster; Dr Anderson, Horsfield, Dr Dobson and Professors Martin Duncan, Flowers, Kitchen Parker, Bayd Dawkins, Garrod, and E.R. Alston and Sir Victor Brooke. He has referred to all learned specialist magazines and journals as well. The already famous authority on nature and animals, Mr T.C. Jardon, has been quoted quite freely.

Robert Sterndale, when he completed this book was a long veteran of wide experiences in the Indian jungles and was famous for his interesting publications, "The Denisens of the Jungle" and "Seonee or Camp Life in the Satpura Range". His wide experiences in forests and keen observation of animals are reflected in the accurate description of the individual mammals of India. His thorough research is pursued quite successfully by Prater in the Bombay Natural History Society's publication, "The Book of Indian Mammals". However, where Sterndale is superior to everyone is his keen sense as a naturalist and deep love of animals, who a century ago understood and professed the need for proper conservation. But the book excels every publication on the subject even today, for its superb 170 illustrations exceptionally well produced by the Himalayan Publishers.

This virtual encyclopedia of animals (mammals) of the Indian sub-continent will be an asset to animal lovers, naturalists, foresters, conservators, zoologists and all libraries.

TASKS TO JOBS: Developing a modular system of training for hotel occupations, International Labour Office, Geneva, 1981

How are a large number of people, in the hospitality industry, to be trained to internationally acceptable standards, in a short time and with limited resources ? This industry plays an important role in the tourism development of all countries and its contribution to the economic development of developing countries can be of major significance.

It is a labour-intensive activity with a mobile work-force and it can provide a variety of jobs particularly suitable for employment expansion.

The aim of this handbook is to initiate a system of training based on an analysis of all the tasks in five major sectors of the hotel industry (Front Office, Restaurant, Bar, Kitchen and Housekeeping Departments), in which training is usually provided in many countries. The identified tasks—and there are over 200 of them—are performed, with variations adapted to local conditions, in much the same way in America, Africa, Asia and the Pacific, Europe and the Middle East.

A number of tasks make up a Module. Having mastered all the tasks in a particular Module—chosen to suit the particular job—the trainee acquires skills to become Employable, hence a Module of Employable Skills (MES).

What the handbook does not do is provide the requisite training material; it is merely a signpost on the road to a system of training based on universally accepted principles.

What the handbook aims at, however, is to clarify and simplify the pedagogical approach, thus contributing to the training of trainers.

LOST DIMENSIONS by Sisirkumar Ghose, Biblia Impex Pvt Ltd., 1982, Rs 80

Crisis an opportunity, spaceship Earth is faced with a choice. On the wisdom of the choice depends the fate of man and civilization. The triumph of a technology without transcendence has brought us to a sorry pass. For a truly radical change we have to dig deeper,

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balance the past with the present so that there can be a viable future worthy of man. How to be human under modern conditions of living is an assignment no ancient hero had to face.

Moving through the problems of Myth, Old and New, the Eclipse of Symbols, Mysticism, the Sacred and the Profane, Medieval Aesthetics, Forgotten Ecstacy, Existentialism and Art, Poetry and Liberation, the Voyage Within, Celebration of Consciousness, the New Age Consciousness and the Proper Sphere, Culture and Consciousness, Alienation and After, Towards Tomorrow, these profound, provocative and inter-related essays point to some of the basic deficiencies of our time of troubles when the way up could also be the way down, in which not what you have but what you do not have perhaps defines you best.

The main emphasis, variously spelt, falls heavily on the slaughter of subjectivity, simply an upsetting of balance, call it the soul, the sense of the holy, consciousness, evolution, what you will. Unless the knowledge of the self matches the knowledge of things we will continue to be threatened and not at home. A sense of the whole, at once belonging and beyond, a unified field theory at all levels is what is wanting and must be found. The problem of man, east or west, has converged. Without trying to be dogmatic or solve the universe, these sensitive, anguished yet hopeful essays pursue a common theme: the meaning of man in an imperilled universe: What is at stake/It is myself I remake.

THE FULLNESS OF THE VOID (The Yoga of the Theosophy) by Rohit Mehta, Motilal Banarsidass, 1982, Rs 85 (HB), Rs 60 (PB)

The present book deals in detail with the Yoga of Theosophy with its seven-fold path leading to Prajna or Wisdom which alone can enable man to find lasting solutions to the baffling psychological problems of life. At present when much is being talked about the philosophy and practice of Yoga, the present book will help the earnest student of Yoga to separate the wheat from the chaff and thus help him to move on his spiritual journey with great joy and happiness.

In the following pages an attempt has been made to initiate a study in the Yoga of Theosophy—The Transcendental Wisdom which is the Yoga of Mysticism, as propounded by H.P.B. It is hoped that this discussion of the subject of Yoga will help in bringing Science and Spirituality nearer to each other, in harnessing the powers of Occultism towards the fulfilment of the intimations of Spiritual Insight vouchsafed by the Yoga of Mysticism.

FAMILY PLANNING PROGRAMME IN THE ORGANIZED SECTOR—Case Studies, Edited by Nirmala Murthy, Sterling Publishers Pvt Ltd., 1982, Rs 60

One important way to improve the family planning programme is to learn from the experience of other organizations the know-how of managing a successful programme.

This book brings together experiences of six large unit based programmes in the organized sector in the form of case studies. What distinguishes these case studies is the distinct approach taken by each to achieve the same impact.

The case studies describe in detail the factors and processes that determine the success or failure of a family planning programme in an organization. This book is expected to provide guidance to those industrial units and voluntary agencies who already have or wish to start a family welfare programme for their workers and families.

NON-ALIGNMENT AND THE SOVIET UNION

NON-ALIGNMENT & POWER POLITICS; A Documentary Survey by Krishan Gopal, V.I. Publications, New Delhi. pp. 235, Rs. 125

The first seeds of the concept of non-alignment which germinated at the Bandung grew from roots planted in Belgrade in 1961. Through Cairo, Lusaka, Algiers, Colombo and Havana, the movement has grown in strength and effectiveness. In the course of the last 27 years the policy of non-alignment with the support of the USSR and Socialist Countries has taken a firm hold in international affairs. It has made significant contributions to changing the relation of forces in the world for peace, security, equality and progress.

India as a founder-member has made constructive contribution towards the success of the movement since the early sixties when Jawaharlal Nehru was in its forefront.

The basic framework of India's foreign policy that has emerged out of analysis of the various documents is that "in the face of the US-Pakistan-China military alliance, India drew closer to USSR" which led to the Indo-Soviet Treaty of Peace, Friendship and Co-operation signed in 1971. In this treaty too, there is not a single word which is at variance with India's policy of non-alignment.

In the economic sphere too, the co-operation offered by the Soviet Union and Socialist Countries is qualitatively different from the co-operation of capitalist countries.

The imperialists are seriously engaged in manipulating the economies of the Third World. Co-operation with the USSR would eliminate the dependence of the newly independent countries of the Third World on capitalist states.

The stand of the non-aligned countries on major international issues set forth in the policy documents of their conferences and meetings coincides in the main with the stand of the USSR and other

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fraternal socialist states. This applies to such issues as the strengthening of peace, peaceful co-existence, the consolidation of *detente* and its extension to all continents, disarmament, support for the national liberation movement, the expansion of international co-operation, and the restructuring of international economic relations.

The author stressed on the three main questions—how well has non-alignment served the newly independent countries of Asia, Africa and Latin America as a diplomatic strategy? Has non-alignment proved to be a foolproof strategy to take care of the individual or regional security needs of the members of the non-aligned movement? Or have most members, when faced with serious threats to their security from the imperialist states, had to resort to solutions partially or wholly with the help of the USSR and the Socialist countries and up to what extent is it within the framework of non-alignment? And if so, why?

SCANDINAVIAN ACADEMIC MAILING SERVICE APS, Compiled by Sven Gade and Erik Sandemand for Scandinavian Academic Mailing Services Aps, 17 Mellemvang, D.K. 2670 Horsholm Denmark.

This volume is a comprehensive guide to the import book-shops, wholesalers, library suppliers, and specialists shops in Denmark, Finland, Norway and Sweden, together with their addresses. Different categories of book-sellers and publishers have been delineated as well as the topics of the books which they deal in. These topics have been listed alphabetically. In fact, the entire lay-out of the book is most systematic and the credit for it goes to Sven Gade and Erik Sandemand, who compiled the listing.

The book will prove to be an invaluable guide to publishers who would like to export books into Scandinavian countries.

ECONOMY OF REVOLUTION by K. Larodov, Progress Publishers, Moscow

The book under review as its heading indicates deals with the political Economy of Revolution. In fact, it does not describe the revolution as it is understood in the modern sense of the term. Generally it means that there should be political upheaval or some government is thrown-out of power through coup or otherwise. Here the book deals with the subject of revolution—economic revolution which transforms the life of the people. It says that interaction between politics and economy in the revolutionary process, demands constant reappraisal; theoretical conclusions must be reverified in practice. Today, as never before, the economic, national and social pre-requisites are ripe for capitalism replacement by socialism on a global scale.

However in the book, revolutionary ideals and laws have been explained and in depth study has been made. As the scientific approach to socialism demands answering adherence; in theory and practiceable, to the objective laws of establishment and structure of a socialist society. It excludes any concession whatsoever to subjectivistic efforts or postulates. Therefore, the interaction between economy and politics in revolution has been defined and a light has been thrown on relationing between the economy and the revolution.

No doubt, the economic development is also a revolutionary process and it needs a revolutionary spirit to attain the objective of economic development. It says that politics is the most concentration experience of economics. the very root of a Indian society's economic interest and relationships; investigation into their economic interests reveals the concrete historical role played by various classes and social strata in the revolutionary process; the class struggle first arises in the economic field but becomes real, consistent and developed only when it embraces the sphere of politics, the economic pre-requisites are crucial to the revolutionary transformation of society and in revolution and in laying the groundwork for a new society, politics must take precedence over economics.

Other topics dealt in the book are property, power, Democracy and Internationalism.

It is a well written and well produced book which will be surely of interest to the students of politics and economics. The author has taken great gains to put his ideas in words and one may differ with them, but they will go a long way in showing light to the people engaged in the economic development.

J.S.

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INDEX TO ADVERTISERS

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Aeroflot (Soviet Air Lines), New Delhi 4th Cover
Allied Publishers (P) Ltd., New Delhi 19
Arun Publications, Chandigarh 142
Associated Publishing House, New Delhi 144
Association of Indian Universities, New Delhi 24
Atma Ram & Sons, Delhi 56

Balaji Publications, Madras 80
Bansal & Co., Delhi 41
B.H. Book Binding House, Delhi 128
B.I. Publications, New Delhi 25
Blackie & Son Publishers (P) Ltd., Delhi 57
British Council Division, New Delhi 44

Capexil, Calcutta 124
Chanakya Publications, Delhi 17
C.I.S.R.S., Bangalore 8
Commercial Glazing Works, Delhi 130
Competition Success Review (P) Ltd., New Delhi 1st Cover
Controller of Publications, Delhi 59, 60
C.S.I.R., New Delhi 53

DAVP, New Delhi 120, 122
D.K. Enterprises, New Delhi 148
Dharamgranth Prakashan, Delhi 62
Divine Life Society, Shivanandanagar 52

Gangarams Book Bureau, Bangalore 16
Government of Arunachal Pradesh, Shillong 45

Harnam Publications, New Delhi 146
Hemkunt Press, New Delhi 144
Himalaya Publishing House, Bombay 21

I.C.A.R., New Delhi 62
Indian Book Binding House, New Delhi 126
Intellectual Book Corner, New Delhi 148
International Labour Office, Geneva 64

Karnataka Book Agency, Bangalore 142
Kwality Screen Printers, Delhi 126

Lalit Kala Akademi, New Delhi 61

McGraw-Hill International Book Co., New Delhi 68
Macmillan India Ltd., New Delhi 23
Motilal Banarsidass, Delhi 26
Munshiram Manoharlal Publishers (P) Ltd., New Delhi 50

Nand Ram Suraj Mal, Delhi 118
N.M. Tripathi (P) Ltd., Bombay 144
National Book Trust, India, New Delhi 20
Navin Traders, New Delhi 112
New Era Publications, Madras 81
Novelty Process, Delhi 130

Orient Longman Ltd., New Delhi 82
Oxford & IBH Publishing Co., New Delhi 57
Oxford University Press, New Delhi 14

Panjab University (Pub. Bureau), Chandigarh 22
Paras Process Studio, Delhi 128
Parichay Overseas, New Delhi 144
Pauls Press, New Delhi 108
People's Education Society, Bombay 63
Pitambar Publishing Co., New Delhi 67
Plasticote (India), Delhi 149
Prentice-Hall of India (P) Ltd., New Delhi 7
Print India, New Delhi 106
Publication Board, Assam 6
Publications Division, New Delhi 55

Rajesh Publications, New Delhi 48
Ram Printograph (India), New Delhi 116

S. Chand & Co. Ltd., New Delhi 54
S.D. Beri (Artist), New Delhi 126
S.K. Berry (Artist), New Delhi 128
Sahitya Samsad, Calcutta 142
Sanskrit Pustak Bhandar, Calcutta 51
Sapna Book Stall, Bangalore 140
Saraswat Library, Calcutta 58
Shree Ganesh Lamination, New Delhi 150
Star Publications, (P) Ltd., New Delhi 13
Sterling Printers, New Delhi 85
Sterling Publishers (P) Ltd., New Delhi II & III Cover, 33
Suchitra Block Works, Delhi 114
Sundeep Prakashan, Delhi 18

Taraporevala, Bombay 61
Theosophical Publishing House, Madras 58
Today & Tomorrows Printers & Publishers ,New Delhi 27
Tulis (Screen Printers), New Delhi 142
Tulsi Publishing House, New Delhi 146
Typographers India, Delhi 130

UBS Publishers' Distributors Ltd., New Delhi 15
USSR Book Centre, New Delhi 9

V.I. Publications, New Delhi 153
Vikas Publishing House (P) Ltd., Sahibabad 4
Vision Books, New Delhi 43

WHO, Geneva 72
Wiley Eastern Ltd., New Delhi 49
World Press (P) Ltd., Calcutta 56

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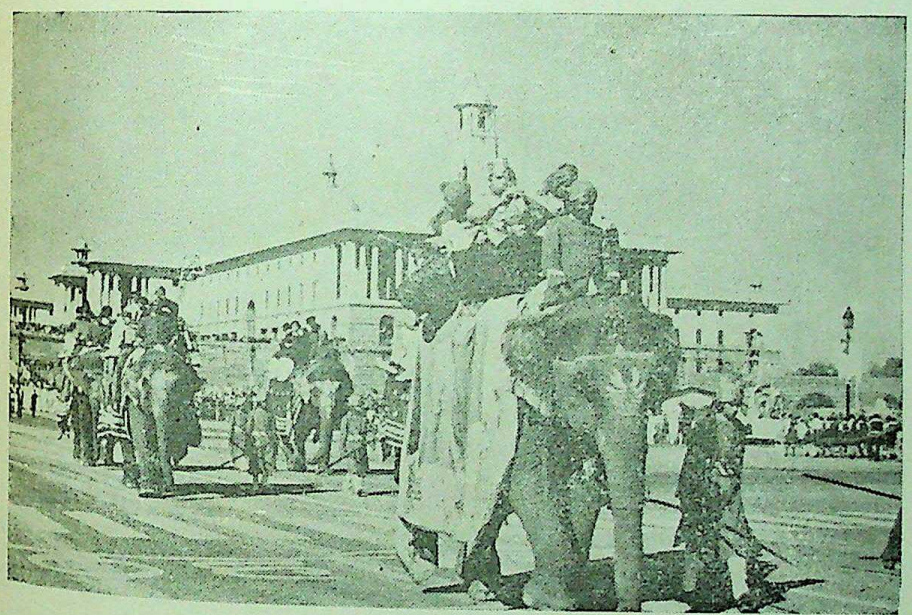

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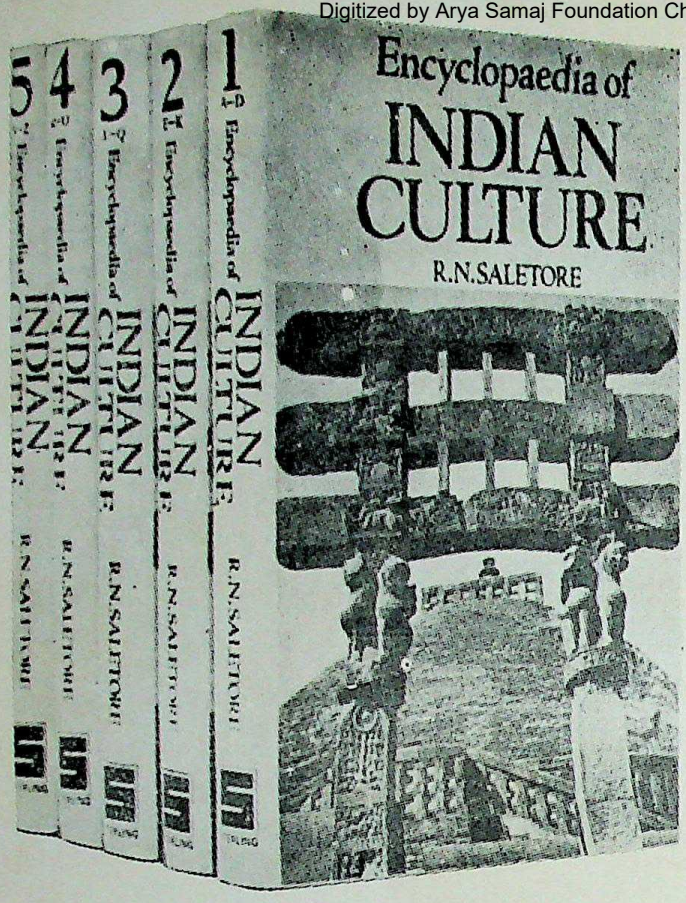

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Vol. XXIX No. 5 February 1984

ANNUAL NUMBER 1984

CONTENTS

EDITORIAL 71

THE FUTURE OF THE BOOK
—*Narendra Kumar* 73

EXPORT OF INDIAN BOOKS: PROBLEMS AND PROSPECTS
—*Vishwa Nath* 75

CHILDREN'S BOOK PUBLISHING IN INDIA
—*C.N. Rao* 79

HORIZONS IN NATIONAL INFORMATION SYSTEM ON SOCIAL SCIENCE
—*S.P. Agrawal* 86

COPYRIGHT IN INDIA—NATIONAL AND INTERNATIONAL
—*Samuel Israel* 95

PUBLISH AND BE DAMNED
—*Pritish Nandy in Conversation with Narendra Kumar* 103

Dr V.K. GOKAK WANTS BUREAU OF TRANSLATION
—*Raj Gill* 107

COPYRIGHT PROTECTION IN THE USSR
—*A. Orlov* 109

FATED FATALI
—*Chinghiz Guseinov* 113

INDIAN BOOKS IN A WORLD MARKET
—*Abul Hasan* 115

PROBLEMS OF PROCUREMENT OF AUTHOR-PUBLISHED BOOKS
—*K.B. Satyanarayana* 117

DEVELOPMENT OF BOOKS FOR PROFESSIONAL SUBJECTS
—*B. Gosh* 119

NATIONAL CATALOGUE OF UNIVERSITY LEVEL BOOKS
—*M.S. Sharma* 121

USSR BOOK CENTRE—EXCLUSIVE SHOW ROOM OF V/O MEZHDUNARODNAYA KNIGA 123

FEDERATION NEWS 125

NEWS & EVENTS 137

1983 OUTSTANDING PUBLICATIONS 145

FORTHCOMING PUBLICATIONS 1984 197

BOOK REVIEWS 209

INDEX TO ADVERTISERS 235

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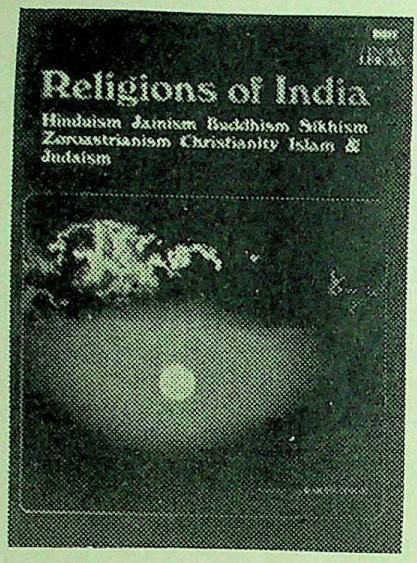

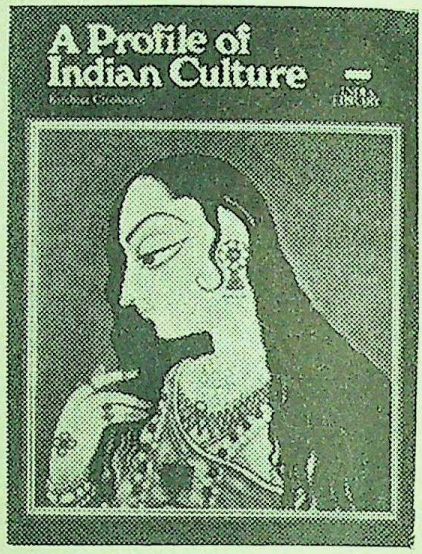

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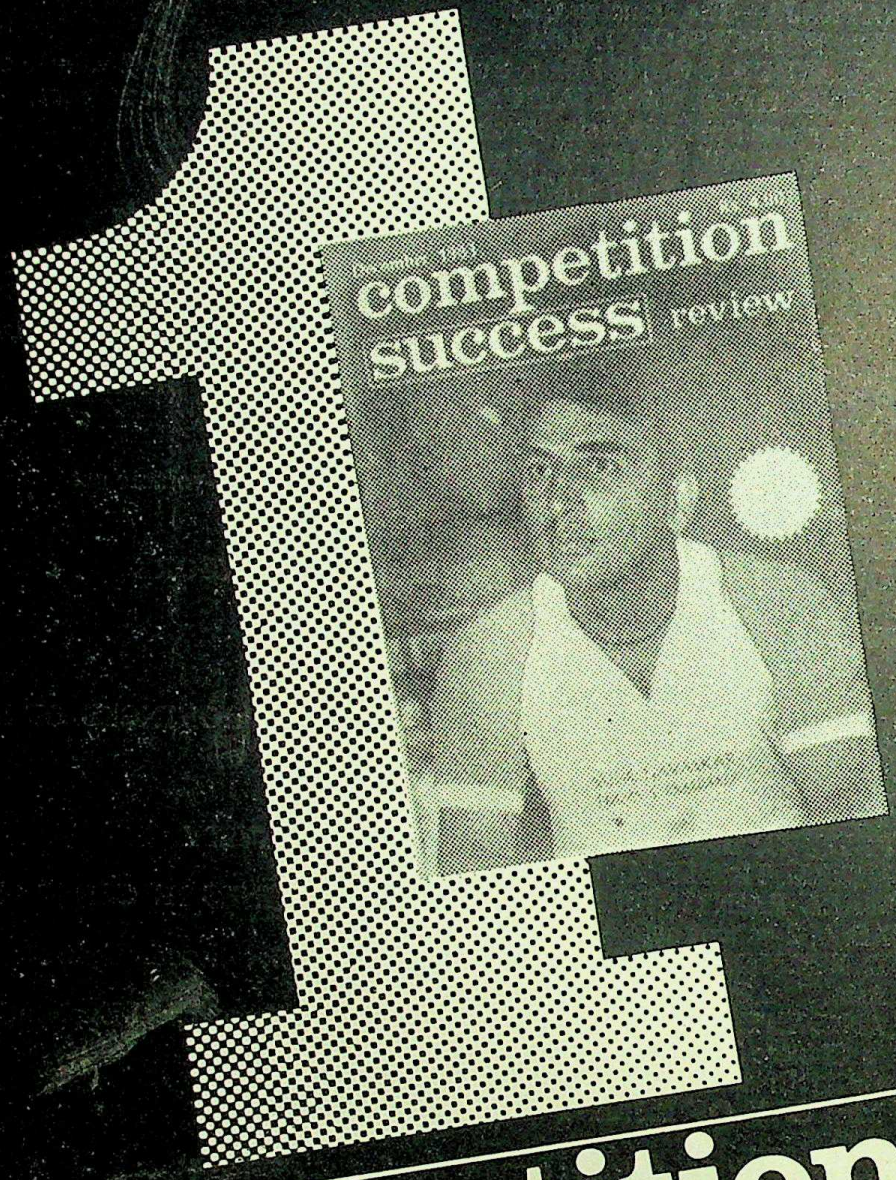

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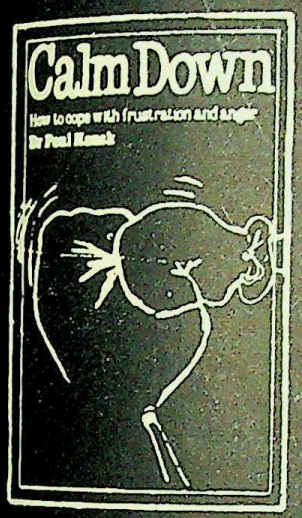

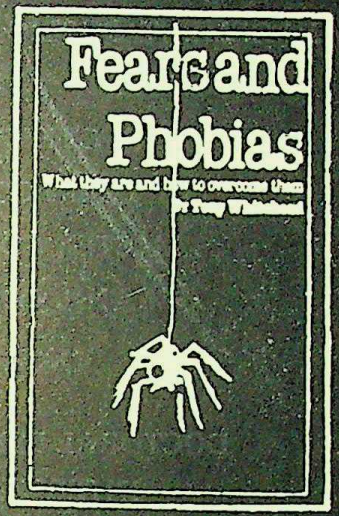

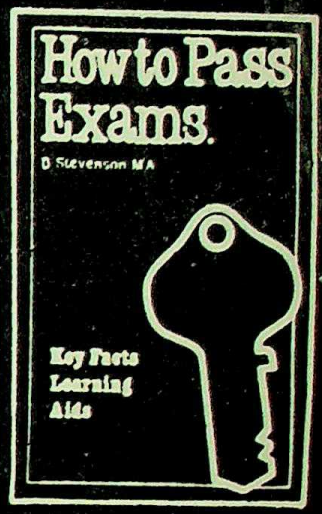

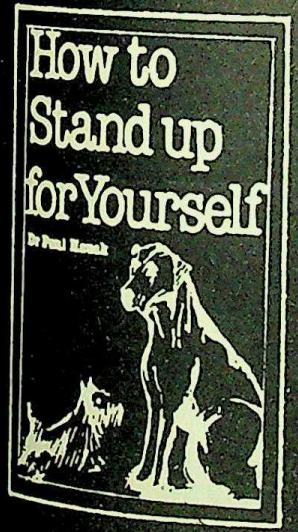

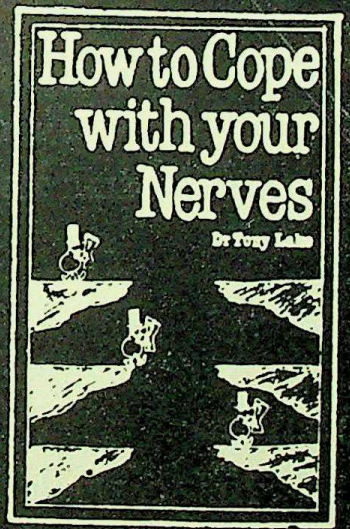

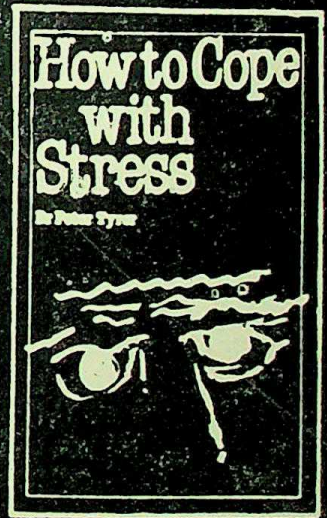

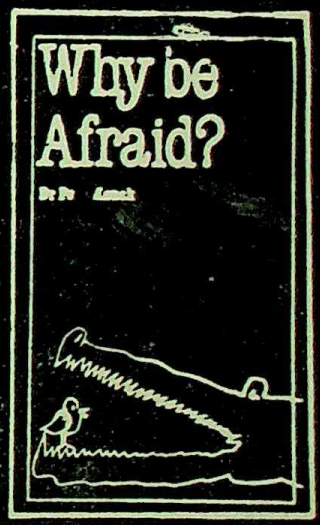

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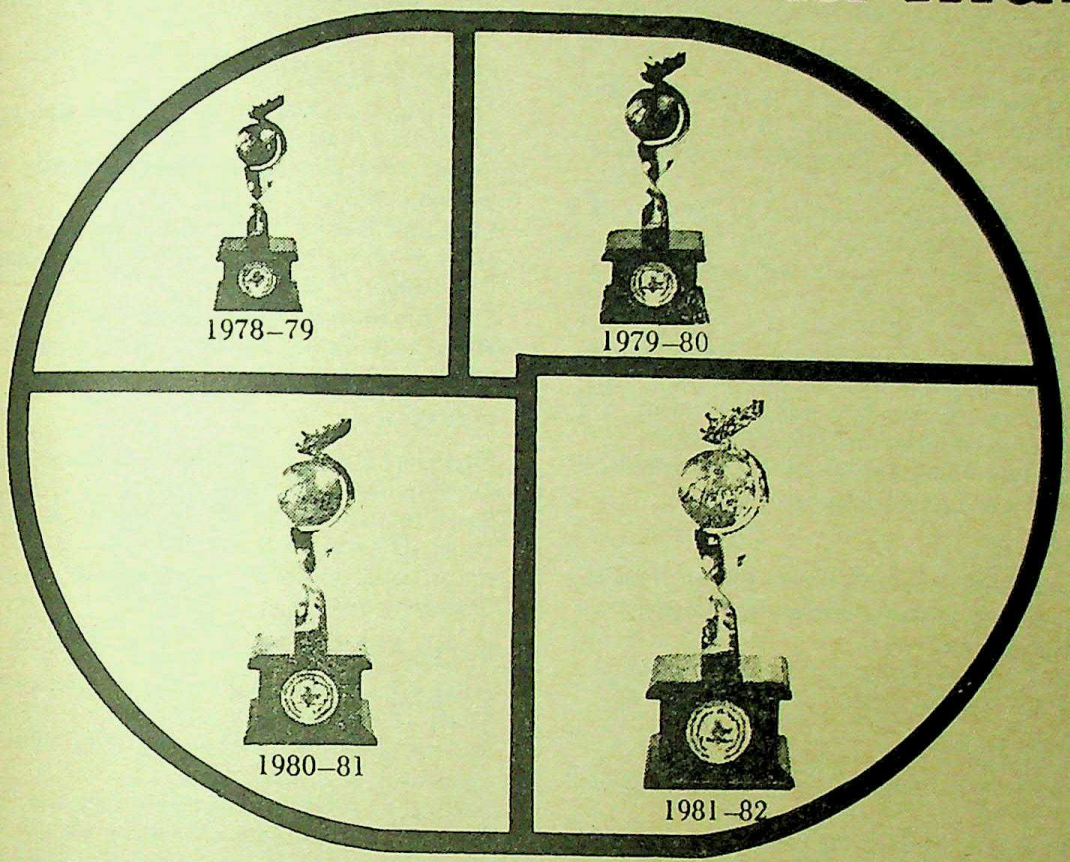

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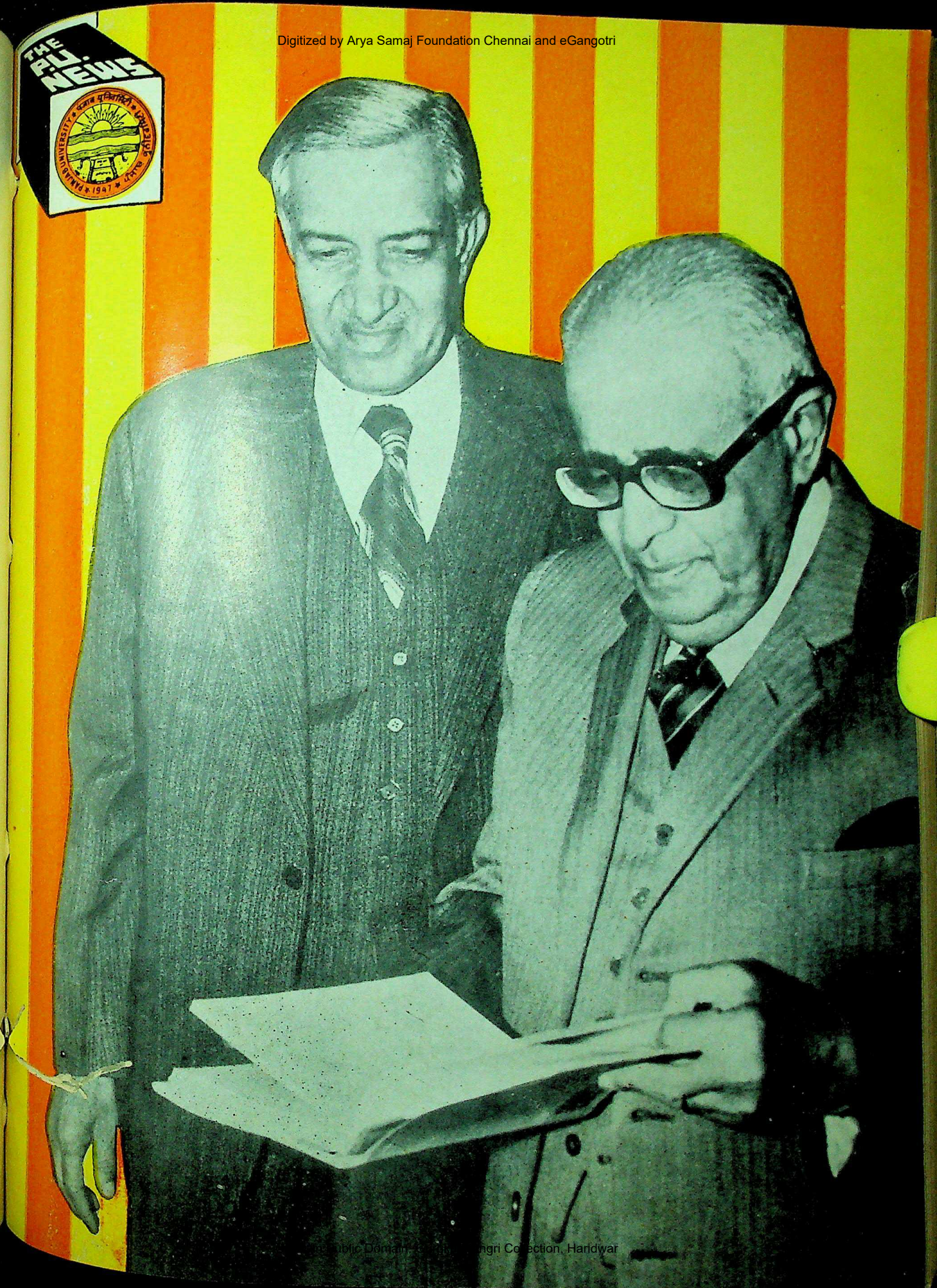

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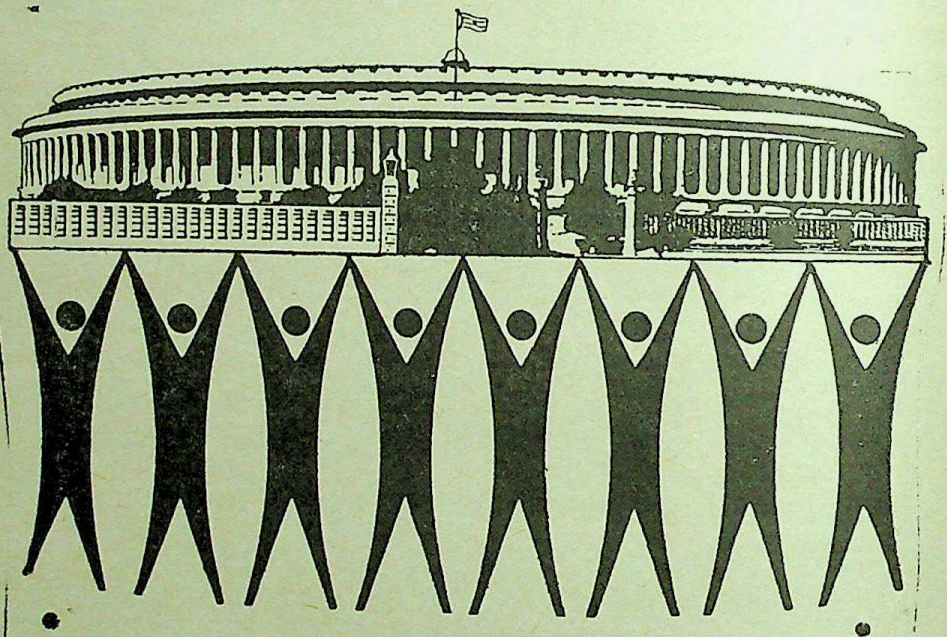

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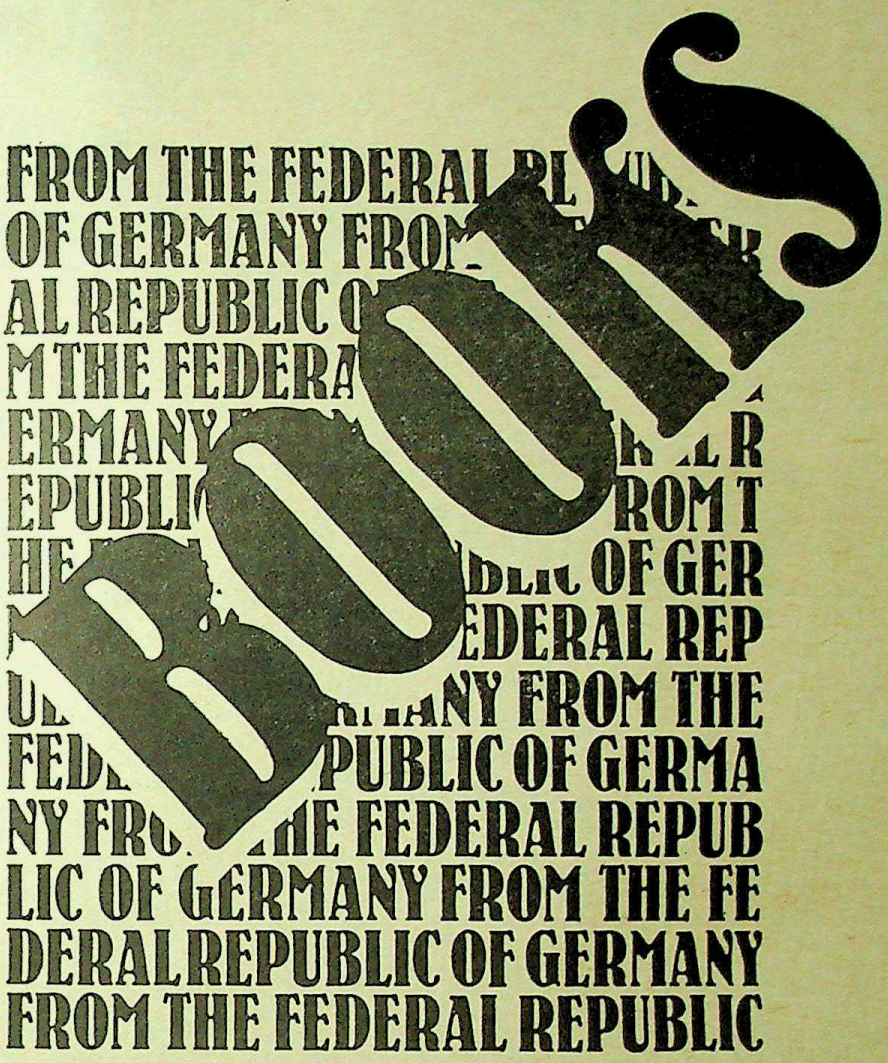

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EDITORIAL

Book-lovers have a reason to rejoice on the occasion of the Sixth New Delhi World Book Fair. Such book fairs have been held every two years since 1972. But this is too long an interval for which those interested in books have to wait. Being one of the leading book producing countries of the world, India has been successfully exporting books not only to the developing countries but to the industrially advanced countries as well. Even the number of participating publishers from within the country has been steadily rising with one fair to another. The book fairs which are held in Cairo, Frankfurt and London are important because these are held every year. Keeping in view that such fairs are the appropriate venues for exhibiting and promoting our books, the Delhi Book Fair should be made an annual event. As this will involve greater effort, a separate organising authority devoted to such a venture needs to be established. This can be on the lines of the book fair authorities in other countries.

The Delhi Book Fair is visited by a large number of publishers, distributors and librarians from abroad. But not all the Indian publisher participants succeed in establishing contact with these potential buyers of our books. If these foreign visitors are centrally registered, they can easily be reached by referring to this register.

But while our book exports augur well for the publishing industry, the situation on the paper front—the vital raw material for the industry—portends a grave situation. Paper constitutes almost 35 per cent of the cost of an average publication. Following the increase in duty of Rs. 400 per tonne in the 1983-84 budget, the paper industry increased the prices by Rs. 500 per tonne in March 1983. In April 1982, the Government, as a result of sustained pressure by the paper industry, increased the price for concessional paper, writing paper and printing paper from Rs. 4200 per tonne to Rs. 5400 per tonne. The situation aggravated when the paper industry, exploiting the conditions of scarcity in paper, increased its price by Rs. 600 per tonne.

The continuing trend of rising prices has to be arrested if the book publishing industry is to maintain the desired growth level. Some drastic measures for controlling the prices of paper are called for so that paper required by the industry is available at reasonable rates. Certain well meaning measures will have to be adopted to achieve this. There is a need to declare paper an essential commodity and to keep a check on its availability and distribution. At the same time, the export of the much needed printing paper should be banned and a sufficient quantity of it should be imported to build up a buffer stock. Moreover, publishers should be provided concessional paper—distribution of which has been stopped since the middle of 1982—for the publication of school and college textbooks.

S. K. Ghai

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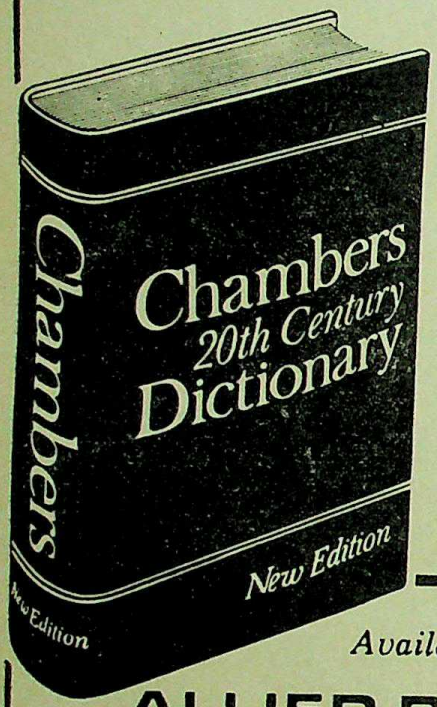

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THE FUTURE OF THE BOOK

Narendra Kumar*

The future of the book is a hotly debated subject today in the industrially developed countries of the west, and it has aroused such interest and speculation that an international body like Unesco recently commissioned a report on it. Generally, it is agreed that modern technology is challenging both the form and function of the book, and its role as the principal instrument for transmitting knowledge and ideas.

It is ironic that advances in the very technology that led to the phenomenal growth of publishing—that is printing—are now threatening it with oblivion, and it is quite sobering to think that the book might soon become as obsolete as the quill.

Although the mind balks at the thought of a world without books and at the displacement of the printed page by a screen, this situation is fast becoming a reality in many educational and information retrieval systems. For example, the annual sales of scientific and technical books in the U.S. have dropped by an estimated 30 per cent between 1972 and 1980, after allowing for inflation. This is despite the fact that the use of bibliographic data bases in the same subjects is increasing by 20 to 30 per cent per year.

Two hi-tech facilities are responsible, in the main, for this situation: photographic reproduction of previously printed material, and the use of world-processors for churning out information of a non-creative nature for rapid and inexpensive dispersal. The uncontrolled use of photo-copiers in educational institutions in the U.S., for instance, is one of the causes for the publishing industry being badly hit in that country. In a matter of minutes, dozens of copies of an entire book can be made available to students, virtually free of cost, making heavily-priced textbooks redundant. The impact of this on copyright and piracy—of books as well as of ideas—is causing reverberations throughout the academic and publishing community. Of equal signlficance is the growth of satellite transmission and wide-band digital communication. two competitors that western publishers will have to contend with in the near future.

There was an advertisement in a recent issue of Publishers Weekly which caught my eye because of its caption. It read:

OBITUARY

DIED: The Publishing industry, in its sleep, in the 1980s.

CAUSE OF DEATH: Lack of original and fast moving books. Committed suicide by trying to compete with purveyors of information and second-rate entertainment (TV).

MOURNED BY: Practically no one.

Of course, I have reproduced above only the relevant part of the commercial advertisement. But the very fact that a certain press/publisher could think of using this technique for promoting its list, is ample evidence of the state of affairs in book publishing.

Indeed, not only publishers but booksellers as well view the situation with increasing alarm, and will have to fight for survival either by consolidating their position in a shrinking book market or by reaching out into new fields of information production.

However, all this is a quite remote prospect in most third world countries, many of which are conscientiously coaxing the book industry into maturity, rather than mourning its demise. In India, at least, the book is, and will continue to be for some time, the most effective and efficient means of communication. While India produces a relatively small percentage of the world's total book output, the number of titles produced each year is fairly substantial.

But the book trade as a whole needs a shot in the arm, and I think I might venture the opinion that in India, as in most of the developing countries, the future of the book is very much a question relating to its status threatened not so much by the computer, the video and the microchip, as by inadequate and insufficient inputs in terms of finance, state support, auxiliary facilities, availability of raw material, marketing and distribution and, of course, of buying power. The future of the book here hangs in a delicate balance not because it has been overtaken by time and technology, but because it is still struggling to flower.

*Managing Director, Vikas Publishing House Pvt. Ltd.

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I will not dwell here on the colonial legacy in publishing and on the part played by historical development, but will concentrate on the prospects before us, vis-a-vis the government, the public sector, and book development as a matter of national policy.

Although the depression in publishing is worldwide, some of its problems are unique to India. The most important lies in the distinction between the public and private sectors, and the role played by each in the publication and distribution of books. It is an established fact that publishing has not been successful in any country of the world, unless the government takes active steps to support it. But in India, the backbone of the industry, educational publishing, is wholly state controlled.

While low-priced texts are, no doubt, essential, government activity should be restricted to marketing in rural areas, where no commercial publisher would find it viable to operate. It should also be stressed that while government publications have the virtue of being low-priced, they are markedly deficient in editorial input, presentation and, what is most distressing, frequently present information with a political bias. All this results in books that are clearly unappealing, and with their early years clouded by the memory of such books, many children simply never develop the habit of reading.

The point can be better illustrated by taking the instance of Attenborough's Gandhi which generated a wave of admiration and reverence among a generation of children whose impressions of the Mahatma are based entirely on the episodes (from the *Harijan* or *My Experiments with Truth*) reproduced in their school books. All that these excerpts did was to paint the man in a dull, impersonal fashion. And what a resurgence, what a revival, has now come about for the Mahatma who has suddenly started looming as a living, animate collosus on the horizons of all the post-independence generations in India (to say nothing of its impact on the outside world).

It is, therefore, not surprising that young students, surrounded by tomes, which are more often than not as unattractive, as they are impersonal, develop a dislike for reading *per se*. Thus, the difference between literates and book-lovers continues to widen. While survey after survey shows an increase in the rate of literacy, only a handful among the literates can be counted as readers.

The role that state agencies have to play is at the infrastructural level, the policy planning and review level, at redefining ultimate objectives and alternative strategies. The actual production, promotion and distribution of books should be assigned to the private sector.

The second area in which state effort should be directed is in the expansion of libraries. Library facilities are woefully inadequate at the national level, and what is needed is a considerable increase in medium-sized libraries affiliated to, say, community centres. Even in highly developed countries where people can and do buy substantial number of books, the number of libraries is extremely large. It is, in fact, interesting to note that an effiicient library facility is quite often available in equal proportion to the economic advancement of the country concerned. To take just one instance, in the Soviet Union in 1976 there were 3,60,000 libraries, that is, one library for every one thousand or less of the population.

While the spread of education and mass literacy is one of the major national needs of our country, we are still a long way from this declared objective. In a large country like ours, with a huge population and limited resources, there is an immediate need for a strong library movement. These libraries should, ideally, contain a variety of general interest books for adults as well as children.

Librarians, too, can play a significant role in helping to create an awareness of books and in inculcating the reading habit. It becomes necessary, then, to plan a scheme whereby librarians are periodically given refresher courses.

A recent experiment in innovative marketing conducted in Maharashtra bears repeating. A mobile book-selling van travelled through several villages and towns in the state, selling Rs. 8 lakhs worth of books in a fortnight! This is evidence enough of the book hunger that prevails in India. Literacy is a prized possession and is seen as a stepping stone to further prosperity.

The question of the future of the book in India thus takes on an urgency that is somewhat different from the developed world's preoccupation with the inroads made by electronic media. There is no doubt that the fallout from the global trends will be felt all over, that we will be forced into re-examining the hows and whys of books and the shape—quite literally!—that they will take. But it is my firm belief that our energies must be directed towards providing books for all, to guard against finding ourselves in a situation where we have neither printed word nor word-processor.

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Export of Indian Books: Problems & Prospects

—Vishwa Nath*

There are three aspects of the export trade in books from India, first the product, second its promotion and publicity, and third prospects and suggestions.

Till recently, Indian books were exported in the limited traditional range of subjects like arts, religion, philosophy, indology etc., to a few countries of Europe, the U.K., U.S.A. for the Indian section of their research libraries. Books in Indian languages were in demand also in places where people of Indian origin had settled, like Mauritius, Kenya, Tanzania, Fiji Islands and British and Dutch Guiana. The total yearly exports were negligible. It is only during the last two decades that we have made rapid strides to open up and capture fresh markets in Africa, Middle East. Singapore and Bangla desh. We also succeeded in selling in global markets our books in other than the traditional subject areas. We discovered that our text-books—at school and university level—were ideally suited for all the erstwhile British colonies and countries which had recently gained independence because of similarity of syllabi and the identical educational systems besides similar levels and treatment. Above all, our books were relatively low-priced compared to the British and American books they had been using.

Indian books, primarily text-books, gained immediate acceptance in countries of Africa and the Middle East in spite of stiff international competition and deterrants like insufficient support and incentives from our government, and impractical and harsh foreign trade regulations. Our exports zoomed from a mere Rs 10 million a few years back, to more than Rs 250 million in 1983. But from a global point of view, our share is insignificant and there is certainly a great untapped potential for export of Indian books in the world markets. We have already got out of the shell of traditional markets and subject-areas to stake our claim for our due share in places like China, Australia, New Zealand, France, U.S.S.R. Even our books for children which we had greatly under-rated and neglected as export-earners, are coming into their own and attracting foreign buyers. Thus, we have established a firm foothold in the export market and our product range has gained wide acceptability.

The Quality of Indian Books

It is the quality of Indian books which will determine the future of exports. There is no denying the fact that the quality of our production, especially paper and binding, leave much to be desired. Production values of Indian books have to match international standards. Equally important is the quality of editorial inputs which go into Indian publications. It is in this area that improvement is desperately needed. Indian publishers have yet to realise the importance of a competent editorial department if they are serious about their exports. Ultimately, our success in exports would be determined by the standard of production and quality of editorial treatment of our publications. The rising curve of our export-graph will dip down if we fail to compete with the advanced countries at their level and on their terms. No developing country can expect special consideration from them in this highly competitive field of international trade. Trade sustains and grows on its own merits alone.

Promotion of Books

Since there is no export promotion of our books, a persistent communication gap and dismal lack of information about Indian books in other countries results. Barring casual visits abroad by Indian publishers, there haev been no sustained efforts to enter world markets. The common complaint everywhere is that there is no information about what was being published in India. Regular information about Indian books and their proper promotion are the two most essential tasks that should be undertaken forthwith.

Journal of Indian Books

'Recent Indian Books', the quarterly journal which has lately been discontinued, should be immediately revived making sure that all efforts are made to include in it

*Managing Director, Vision Books Pvt. Ltd. & Past-President, Federation of Indian Publishers

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worthwhile books from all over the country. Ideally, it should be a monthly carrying brief notes on the subject matter of each book and a few words about the author, apart from giving the date of publication, format, type of binding, the number of edition, the number of pages, price etc.—information which is considered essential by the foreign buyers. This journal, if properly edited and regularly published, would go a long way in informing potential buyers (and their number is quite large) about Indian books and generating their sales. Equally important is the list of addresses to which this journal should be mailed such as select universities, public libraries and book-sellers all over the world.

It will be worthwhile if 1,000 copies of this journal (and I suggest that 5,000 copies should be printed every month) are sent by air mail to selected major buyers of our books in various countries. In this jet age if information reaches after three or four months, it is already too late to generate the spontaneous interest which is so essential in business. It will not cost more than a couple of rupees to send a copy of this journal by air and this expense will be justified by the projected results.

Publishers, Catalogues

The usual check-lists won't do for export business. It has to be a package of different type of catalogues of advance information, brochures on the forthcoming publications, cut-jackets to give the buyer an idea of how the book looks and descriptive catalogues giving complete information about the books and their authors, with the year of publication, whether it is a new book, re-issue or a revised edition and other necessary mechanical data regarding format, size, and type of binding.

Book Exhibitions and Fairs

The usefulness of book-exhibitions in this context is obvious. It makes a lot of difference when people get a chance to see the books for themselves. The small and impromptu exhibitions arranged by us in various cities of Australia created genuine interest and also on-the-spot large orders for the books from the libraries as well as the trade. It will be a good idea if exhibitions of Indian books are organised from time to time in countries having potential market for our books. Similarly, our participation in international book fairs is important. The high incidence of the cost of participation is more than justified by the results in the long run. We should miss no opportunity to expose our books to the foreign buyers. That is the first step towards opening up and expanding our markets.

Indian Cultural Centres

The remarkable promotion of books of their countries by the British Council, the American Centre, The USSR House of Culture, Max Mueller Bhavan is an open secret. India has also made a beginning in this direction by opening a well-conceived Gandhi Bhawan in Port Louis, Mauritius. There is an urgent need for opening of such Indian cultural centres in the capitals of some leading countries, and also in places where we have sizeable population of people of Indian origin. A well-equipped library of Indian books with a regular inflow of latest Indian books should be an integral part of these centres, with an information desk attached to it to monitor querries about Indian books.

Stocking Arrangements

It will give a great boost to our exports if two Indian book centres in the U.K. and the U.S.A., where selected export-oriented titles of major publishers are available ex-stock, are opened. Ready availability is a great motivating factor in generating interest among book-sellers. This can be done through the co-operative effort of publishers and with some support from our Government.

Finally, about prospects of our exports and a few suggestions:

100 per cent Export Publishing Houses

I believe that time is ripe for opening up of 100 per cent export-publishing houses, by enterprising publishers. Established publishers should also consider planning 100 per cent export-oriented publishing programmes, as a separate department.

Trade Discounts

In the highly competitive international book market, trade discount is the key determining factor in sales. While others offer up to 70 per cent discount, the Indian Government does not allow us to go beyond 40 per cent. It should be immediately raised to 50 per cent, if not more.

Credit-Realisations

The present time-limit of 180 days laid down by the Reserve Bank of India is not practical and comes in the way of growth of export trade. It should be realistically extended to 360 days. Similarly, there are other difficulties with regards to grant of blanket permits etc., which should be resolved by the RBI taking into view the difficult and peculiar nature of book-trade.

Collaboration for Exports

Leading French publishers are willing to collaborate with Indian publishers for exploiting African, Middle Eastern and Asian markets for their suitable publications in French or in their English translations, especially their reference works and text books. India

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having already successfully launched on export drive in these markets is certainly in a position to play this role.

Areas for Export Earnings

There is also a good scope for printing jobs which the western publishers would like to assign to Indian publishers and printers on an experimental basis. The cost of printing being relatively high in developed countries, there is an opportunity for those who can assure quality type-setting, if not the complete job. We have already made a good start in this direction. A vigorous follow-up is needed.

Translation rights is another area which offers scope for pushing up our export-earnings. So far it has been a one-way traffic with India going in for translation rights. Now it is time we make efforts to sell rights to the world for the rich treasure of materials we can offer on a wide variety of subjects. Some of our enterprising publishers have been able to sell translation rights for text-books to be published even in the Spanish language. It augurs well for the Indian book industry, which so far has been selling rights only for books of traditional interests like, fiction, indology, yoga etc., to East European countries.

It is a human weakness to go in for soft options. Some leading publishers, in spite of a good list of export-oriented titles, are satisfied with their domestic market and are not prepared to explore export possibilities. Others, who are in exports, are happy with whatever quantum of exports they have in certain countries and are not bothered to extend the frontiers of their exports. One may occasionally hit upon the jacktpot of big orders, but if there is no venture, there is no gain. One has to go in for hard options—like an adventurer, an explorer, or an entrepreneur, to be able to capture fresh pastures for book exports.

□□□

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Children's Book Publishing in India

C N. Rao*

"Education is over-reaching the frontiers which confined it in centuries-old tradition. Little by little it is spreading, in time and space, to enter its true domain, that of the entire human being in all his dimensions, which are too vast and complex to be contained within the limits of any 'system', in the static, non-evolutional meaning of the word. In this domain, the act of teaching gives way to the act of learning. While not ceasing to be taught, the individual becomes less of an object and more of a subject. He does not receive education as if it were a gift or a social service handed out to him by his guardians, the powers-that-be. He assimilates it by conquering knowledge and himself, which makes him the supreme master and not the recipient of acquired knowledge."

These stirring words are from *Learning to Be: The World of Education Today and Tomorrow* published some years ago by UNESCO. Despite the passage of time, these lines haunt me often, particularly when I am dealing with children or books for children (which means almost every day), although these lines were not written in the context of the child alone. How often do we take the children for granted and try to shape their character, life-style, environment, and even their clothes and habits according to our limited ability, conveniently forgetting our own childhood. Today's child refuses to accept anything, least of all education, as a gift. The sooner we realise this the better it would be for us and for the child. Not only have values undergone a change, the system, the way of living, the environment, almost everything has changed. Today's child shares the newspapers with the parents, he watches the TV with us and is generally aware of what is happening around him, not within the family only but also outside. What is more important, he acquires the ability to analyse, at a much younger age than his parents were able to do so, thanks to the rapid technological development and his exposure to it. Because of these and many other factors, which could be more competently explained by a psychologist than a mere publisher or printer, the book faces a stiff competition. The competition is not, I repeat *not*, going to soften in the years to come; it would become stiffer. If we have to promote the book, we will have to redifine and remodel our strategies for the book in its entirety. For far too long have we played the same tune, at seminar after seminar, finding scapegoats for our inherent inabilities to promote the book—be it the book for children or the book for the adults or the book for the neo-literates. Poor reading habits, low purchasing capacity, curricular load on children, apathy of parents, lack of cooperation from teachers, high costs of paper and printing, paucity of authors and illustrators and threat of TV, have been extensively cited as the reasons for the unsatisfactory state of children's book publishing in this country. I do not deny that any or all the above reasons are not valid but the question is: "What have we done to overcome these problems?" 'Except for sporadic and isolated efforts, nothing', is my answer. I sincerely hope this seminar at the Indian Institute of Technology, an institute well known for its innovative approach, will show a way out of the mess.

Let us take a look at the table on the next page which gives the comparative figures about the number of children's books produced in a year in India and some other countries:

* Joint Director (Development), National Book Trust, India.

The views expressed in the article are the personal views of the author and do not necessarily reflect the official views of the National Book Trust.

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Number of Children's Books Produced in One Year

Sl. No.	*Country*	*Year*	*Number of Books*	*Number of Copies (000)*
1	U.S.S.R.	1980	3,397*	4,98,211*
2	U.S.A.	1978	2,911	105,700
3	U.K.	1980	2,895	—
4	Korea, Republic of	1980	2,822	5,937
5	China	1980	2,446*	554,960
6	Japan	1980	2,312**	—
7	Germany, Federal Republic of	1980	1,897	—
8	Netherlands	1980	1,649	—
9	Spain	1979	1,196	19,001
10	India	1980	482**	—

* Includes 'Pamphlets' as defined by UNESCO

** All first editions

Source : UNESCO Statistical Year Book 1982

Two remarkable conclusions emerge from the above data. First, the TV and the other technological media entertainment do not affect the production of children's books as USA, which provides round-the-clock TV programme on several channels also produces the second largest number of children's books in the world. In 1980, America had 192 million TV receivers with a distribution ratio of 314 per 1000 inhabitants compared to Asia's 88 million and 54 per 1000 inhabitants, respectively. Second, India ranks 10th in the world in the production of children's books but the gap between the ninth country (Spain) and India is very wide. Even if we include reprints, India's total production will lag far behind.

In sharp contrast, India produces the largest number of films (714) followed by Japan (331), USA (248), France (174), Italy (146), Hong Kong (136) and Thailand (110)[1]. Thus the economic conditions and the high cost of producing films are certainly not the deterrant factors as far as film production is concerned. Why then should they affect the production of books?

The confusion mounts as we look at some more data. The National Book Trust conducts surveys on reading habits from time to time. One such survey was conducted at the Children's Book Festival, held at New Delhi from 14-23 November 1982. The preliminary analysis of the data collected from 2540 respondents at this survey shows that:

I. Children prefer books in the following order:
   (i) Comics
   (ii) Adventure Stories
   (iii) General Knowledge
   (iv) Sports
   (v) About India
   (vi) Science Books
   (vii) Folk Tales
   (viii) Fiction
   (ix) About Other Countries
   (x) Science Fiction
   (xi) Biographies
   (xii) Mythological Stories

   (Please see Table 1 of Appendix)

II. Children are deeply interested in reading. Out of 2540 children who were surveyed:
   (i) 160 children read upto 2 books in a month
   (ii) 650 children read between 3 and 5 books in a month
   (iii) 1730 children read more than 30 books in a month

   (Please see Table 2 of Appendix)

III. Children's sources of procuring books are:
   (i) Libraries
   (ii) Buying
   (iii) Borrowing

   (Please see Table 3 of Appendix)

IV. High prices do not deter children from buying books. According to them the factors influencing them in selecting books were:
   (i) Easier Language
   (ii) Subject
   (iii) Illustrations
   (iv) Low Cost

   (Please see Table 4 of Appendix)

V. Most of the children select the books themselves, rather than depend on parents or teachers:
   (i) 2172 children selected books for themselves
   (ii) 253 children depended on parents for selection
   (iii) 93 children depended on teachers for selection

   (Please see Table 5 of Appendix)

This survey shows that children do not prefer mythological stories, reading habit is satisfactory, illustrations and prices are not as

1. Data for 1979, from the UNESCO Statistical Year Book 1982.

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important as the general belief, libraries are an important source for procuring books and children themselves select the books.

I would now request you to refer to the reasons listed earlier for the present unsatisfactory state of Children's Book Publishing in India. This survey has amply proved that we have not understood today's child and that our entire approach towards him is illogical. Even if the survey was not as exhaustive as may be necessary for a country of India's size, population, multi-lingual, multi-religious groups and wide-ranging socio-economic conditions, the respondents were from a wide cross-section. We must conduct a more exhaustive, all-India survey and sooner, rather than later. If this seminar can identify the agency having adequate funds and expertise, for undertaking this survey, it would have achieved a lot, for we really do not know what to publish and worse, we are ignorant that we do not know.

Children's literature is nothing new to this country. *Panchtantra* is the world's oldest collection of stories for children. Even before that we had the oral tradition of narrating stories. Tragically, these 'speaking books' are fading away into oblivion. The 'Phads' of Rajasthan, 'Bauls' of Bengal, 'Burrakathas' of Andhra and even 'Kathakali' of Kerala are symbolic of the same genre of oral narration. While our traditional handicrafts and textiles which depict the soul and culture of India and are greatly admired all over the world, have been revived and modified, thanks to geniuses like Pupal Jaykar and others, we have done nothing to even preserve the oral tradition of narration and story telling, which could have given a boost to children's literature and books. The technological breakthroughs of video and TV can certainly be utilised for this preservation and even revival. Cable Television, centralised computer hook-ups, narrow-casting, etc. are all moving towards presenting audio-visual books, in the cosiness of one's house, with the additional advantage of remote control. Are we completing a full circle, to return to 'listening' to books? I do not think so, for the print medium is very powerful and will remain so. Was it not Gutenberg who said, "With twenty six soldiers of lead, I will conquer the world."

Publishing of children's books is a business and no business has any room for mediocrity. The product of this business is the book and, like any business, the product has to sell and sell quickly. The sale of a product depends upon its inherent quality, its acceptability, its availability and the motivation of the customer to buy the product. If children's books do not sell satisfactorily, we have failed in one or more of the above counts.

To digress a little, I would like to draw your attention to the recent marketing and advertising strategy of one brand of noodles. The cleverest part of this strategy was the slogan that only a couple of minutes were required for these noodles to be cooked after which they are ready for serving and eating. Not that the other brands of noodles take hours of cooking but this message caught on and backed by efficient marketing and advertisement support, free packets to children, etc. this brand of noodles sold like hot cakes. We cannot advertise two-minute books but such ingenious marketing and advertising strategies have never been tried in the field of children's books.

To return to the business of publishing of children's books, the main responsibilities in this business are shared by the author, illustrator, designer, publisher, printer and the men responsible for marketing and sales. Each of them has a vital and important role to play, supplementing each other in full measure, if success is to be achieved. The time has now come to re-define these roles and to march ahead with the changed circumstances in mind.

I would, however, like to submit that the first priority should be the promotion of the reading habit, particularly among the children, instead of merely promoting the book. If the reading habit is inculcated, nurtured and promoted at the young, impressionable age, everyone involved in the publishing of books for children will benefit. The 1981 Census recorded the country's population as 683, 810, 051[2] and the percentage of literacy as 36.17*. Twenty percent of this population is in the age-group 6-14, i.e., the age-group of school-going children[3]. This is our target group who have to be motivated to read.

What exactly is reading? While preparing this paper, I wanted an explanation of the theory of reading itself. In search of this theory I looked up a number of books and was amazed at the divergent views of the experts on the theory of reading and found that a simple and comprehensive theory of reading was not available. Theories of the reading process tend to be complex and burdened by jargon. For instance, Caroll says.

> Reading is a precise process. It involves exact, detailed, sequential perception and identification of letters, words, spelling patterns and large language units.[4]

2. Census of India 1981—Series 1, Paper 1 of 1981, Registrar-General & Census Commissioner of India.
3. Fourth All-India Educational Survey, NCERT.
4. Caroll, John : *The Nature of the Reading Process.*

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In contrast, Goodman sees reading as an *inexact* process. According to him:

> Efficient reading does not result from precise perception and identification of all elements, but from skill in selecting the fewest, most productive cues necessary to produce guesses which are right for the first time. The ability to anticipate that which has not been seen, of course, is vital in reading; just as the ability to anticipate what has not yet been heard is vital in listening.[5]

The third theory was put forward by Venezky, and Calfee which was entirely different from the other two. This theory has three key concepts:

> High speed visual scanning; dual processing, and a search for the largest manageable unit (LMU).[6]

Let us leave the theorization to the experts and revert to the promotion of the reading habit. We can learn from the innovative experiments in this area, carried out in many countries.

Malaysia

The Dewan Bahasa den Pustaka (DBP) launched a Readership Promotion Campaign in 1980. As a result of this campaign which aimed at improving library services, research and surveys on reading habit, training, etc. DBP's print order for any title of a children's book is not less than 10,000.

Japan

Japan's experiments have not only been unique, they have been extremely successful. It has a Japan Council for the Promotion of Book Reading, which not only sponsors a National Book Week but also a Children's Book Week. The Mainichi group of newspapers and the Japan School Library Association sponsor a contest where children are encouraged to write their own views on the theme of a book just read by them and its relationship with their past and future lives as well as a review of the book. The first prize is the "Prime Minister's Prize" and the winner has the honour of reading his report to the Imperial Family.

Two more successful experiments in Japan which have been singularly successful and have been quoted often are the reading aloud by children for 20 minutes every day, to their parents and the reading aloud by mothers to children, even to infants and very young children who have not yet learnt to talk and may not really comprehend what is being read. But the psychological affect of such readings is reported to have had a tremendous impact.

New Zealand

The New Zealand Book Council launched "The Book Flood" in 1972 which involved the supply of a very large number of books to each class in schools. It has been reported that in just one year children doubled their reading.

U.K.

The National Book League in U.K. has also embarked on a long-term experiment along the lines of "The Book Flood". The British Library Association presents *the Kate Gteensway Medal* for the most distinguished work in the illustration of children's books.

Australia

A public relations firm was employed to promote OZBOOKWEEK in Melbourne. During this week, newspapers issued special book supplements, book features and released special news about books, authors, etc. While special story-telling sessions were held a costumed figure, OZBOOKWORM appeared on TV, departmental stores, book stores, etc, like Santa Claus at Christmas.

U.S.A.

Children's book publishers sponsor a children's Book Week every November during which posters, streamers, book marks, etc. are distributed. Two newspapers, *The Boston Globe* and *The Chicago Tribune* give away prizes/awards. The most prestigious children's book award in the USA is the Newbery Medal given to the author whose book of that year is "deemed the most distinguished contribution to American literature for children". This book is decorated with a gold seal at bookstores and libraries.

Compared to all these, what have we done in India? Precious little! Why should we be surprised if children's book publishing is in such doldrums. Happily, some efforts are now visible.

The National Book Trust organised a Children's Book Festival at Delhi last year and encouraged by the response and enthusiasm decided to organise a National Children's Book Fair every year. The Trust has also announced a competition for illustrators of children's books. An Association of Writers and Illustrators for Children (AWIC) has been formed under the aegis of Children's Book Trust. AWIC publishes a quarterly magazine, *Writer and Illustrator*, and organizes competitions for authors and illustrators. The National Book Development Council has been reactivated, thanks, largely, to the efforts of Mr Krishna Kripalani and

5. Goodman, Kenneth : *Reading : A Psycholinguistic Guessing Game.*
6. Venezky, Richard L & Calfee, Robert L : *The Reading Competency Model.*

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it is hoped that NBDC will take up surveys and promotion of the reading habit as priority programmes. A National Book Week was launched last year and will be a regular, annual programme. The next NBW was organised from 2-8 January 1984, throughout the country.

Much more, however, needs to be done. My suggestions, for the consideration of this seminar, are as follows:

(a) *Reading Programme in Schools*

All schools should be urged to set apart 30 minutes each day for the reading of books, other than textbooks, during school hours. At such sessions, books from the school library as also from the personal collections of students and teachers should be given to the children, who may be freely allowed to choose the book themselves. (Occasionally, a student or the teacher may read aloud to the class.) This will not only encourage reading but will also encourage personal collections.

(b) *Books as Prizes and Gifts*

We will have to encourage parents, friends and school authorities to give books as prizes, gifts, etc. If the publishers can cooperate and produce some gift cartons or gift sets of books, supplemented by some more attractive items like novelty pencils, sharpeners, erasers, pencil boxes, water bottles, etc. the idea is bound to catch on.

(c) *Grants to Schools in form of Books*

Most of the schools receive grants from the government. If part of such grants could be given as books, each school will have a well-stocked library of good children's books in a few years. As the selection of books may pose a problem, State-level Committees comprising educationists, authors, illustrators and book reviewers, could be constituted in each State for selecting such books. If this is publicised properly, publishers would gladly submit their books to the Committees, as they would be assured of substantial sales once their books are selected.

(d) *Taking Books to the Children*

Instead of bringing children to the books, let us take the books to the children, by holding regular exhibitions of children's books at schools, parks and places frequented by children. Even mobile vans can be used effectively. Publishers and book stores can earmark special days for children exclusively and invite conducted groups from schools to their shops.

The *Granth Yatra*, organised by the Marathi publishing cooperative and readers' movement, *Granthali* which was a 19-day book procession-cum-fair and touched 38 places in Maharashtra, Karnataka and Goa, was a resounding success and was a step in the right direction of bringing the books to the readers. I am not aware if more such *Yatras* have been planned.

(e) *Awards for Authors and Illustrators of Children's Books*

Publishers, newspapers, commercial houses, etc. may be persuaded to institute awards for authors and illustrators of children's books. Newspapers and magazines can serialise children's books, regularly.

(f) *Strengthening of Library Network*

Libraries will remain the main source of readers for procuring books. It is, therefore, imperative that the library network in the country is strengthened Libraries should actively embark upon acquiring mobile vans, for taking books to the children, both in the rural and urban areas. I still cannot forget the enthusiasm of children queuing up for a mobile library van, in the suburbs of Tokyo, while snow flakes were falling gently all around, though I witnessed this scene in 1967.

I also cannot forget the following lines:

"A rainbow will not wait while you complete the work in hand but the work will wait while you show the rainbow to the child."

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TABLE 1

Categorization of Children by Various Categories of Books

	Boys			Girls			Total		
	10-13 Years	*14-16 Years*	*Total*	*10-13 Years*	*14-16 Years*	*Total*	*10-13 Years*	*14-16 Years*	*Total*
M. Stories	48	25	73	39	17	56	87	42	129
Folktales	112	40	152	129	37	166	241	77	318
A. Stories	264	165	429	161	88	249	425	253	678
Fiction	96	55	151	87	115	202	183	170	353
S. Fiction	101	100	201	48	33	81	149	133	282
Comics	456	171	627	245	88	333	701	259	960
Biograph.	59	39	98	64	69	133	123	108	231
Sc. Books	171	138	309	99	56	155	270	194	464
Ab. India	174	53	227	127	38	165	301	91	392
A O C	90	33	123	84	39	123	174	72	246
Sports	285	152	437	73	49	122	358	201	559
G K	198	109	307	195	86	281	393	195	588

NOTE : M. Stories=Mythological Stories; A. Stories=Adventure Stories; S. Fiction=Science Fiction; Biograph.= Biographies; Sc. Books=Science Books; Ab. India=About India; A O C=About Other Countries; G K= General Knowledge.
Survey undertaken by NBT; November 1982
Processed by National Informatics Centre, New Delhi

TABLE 2

Categorization of Children by Sex Age Group and Average Number of Books Read in a Month

No. of Books	Boys			Girls			Total		
	10-13 Years	*14-16 Years*	*Total*	*10-13 Years*	*14-16 Years*	*Total*	*10-13 Years*	*14-16 Years*	*Total*
Upto 2	60	32	92	49	19	68	109	51	160
3 to 5	211	134	345	185	120	305	396	254	650
More Than 5	731	349	1080	443	207	650	1174	556	1730

Survey undertaken by NBT; November 1982
Processed by National Informatics Centre, New Delhi

TABLE 3

Categorization of Children by Sex Age Group and by Source

Source	Boys			Girls			Total		
	10-13 Years	*14-16 Years*	*Total*	*10-13 Years*	*14-16 Years*	*Total*	*10-13 Years*	*14-16 Years*	*Total*
C	136	60	196	73	48	121	209	108	317
B	339	145	484	237	90	327	576	235	811
B+C	6	0	6	4	2	6	10	2	12
A	471	286	757	342	193	535	813	479	1292
A+C	8	6	14	8	3	11	16	9	25
A+B	26	12	38	7	8	15	33	20	53
A+B+C	13	4	17	6	2	8	19	6	25

NOTE : A=Library; B=Buy; C=Borrow
Survey undertaken by NBT, November 1982
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TABLE 4

Categorization of Children by Sex, Age Group and by Choice of Selection

	Boys			*Girls*			*Total*		
	10-13 Years	*14-16 Years*	*Total*	*10-13 Years*	*14-16 Years*	*Total*	*10-13 Years*	*14-16 Years*	*Total*
D	25	4	29	8	5	13	33	9	42
C	600	370	970	403	282	685	1003	652	1655
D+C	0	0	0	2	2	4	2	2	4
B	195	83	278	161	35	196	356	118	474
B+D	1	0	1	0	1	1	1	1	2
B+C	4	5	9	5	3	8	9	8	17
B+C+D	1	1	2	0	0	0	1	1	2
A	163	45	208	87	17	104	250	62	312
A+D	0	0	0	2	0	2	2	0	2
A+C	6	1	7	4	0	4	10	1	11
A+C+D	1	0	1	0	0	0	1	0	1
A+B	0	1	1	3	0	3	3	1	4
A+B+D	1	0	1	0	0	0	1	0	1
A+B+C	0	0	0	0	1	1	0	1	1
A+B+C+D	0	1	1	0	0	0	0	1	1

NOTE : A=Illustrations; B=Subject; C=Easier Language; D=Low Cost
Survey undertaken by NBT; November 1982
Processed by National Informatics Centre, New Delhi

TABLE 5

Categorization of Children by Sex, Age Group and by Persons Selecting the Books

Selection	*Boys*			*Girls*			*Total*		
	10-13 Years	*14-16 Years*	*Total*	*10-13 Years*	*14-16 Years*	*Total*	*10-13 Years*	*14-16 Years*	*Total*
C	46	13	59	27	7	34	73	20	93
B	117	27	144	94	15	109	211	42	253
B+C	1	0	1	0	0	0	1	0	1
A	831	466	1297	552	323	875	1383	789	2172
A+C	0	1	1	1	0	1	1	1	2
A+B	6	3	9	2	1	3	8	4	12
A+B+C	0	1	1	0	0	0	0	1	1

NOTE : A=Self, B=Parents, C=Teacher
Survey undertaken by NBT; November 1982
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Horizons in National Information System on Social Science

S.P. Agrawal*

Introductory

The idea of providing a mechanism for conducting research and development in social sciences is of recent origin. It is a new thought force, a new experiment, and a new thrust forward in bringing about development efforts with greater force and vigour. The social sciences tend to be inter-disciplinary in nature. As such several of the area, which were considered to be purely and primarily nature sciences, have their bearings on social sciences also.

Although the concept of national information system in social sciences is gaining ground, it has not yet attained a concrete shape and form. This requires a positive support from the Government. It may, however, be pointed out here that India is in a position to set up an information grid for social sciences through coordination of the present information activities, articulation of various services and institutions and encouraging private and public initiatives. It has also the where-withal and expertise required for the purpose. It has been found that social sciences have been given the lowest priority in the scheme of development efforts. What is lacking is the political and social will at a higher level, which alone can accelerate the pace of social, political and economic goals.

It may be pointed out here that social science institutions, including professional organisations, have started coming, but they have not made much leeway. We have to make sure that their growth is brought about in a steady but speedier manner. Altough during the last few decades a large number of information centres have come up in the country both at the micro and macro levels, their growth has not been as fast as it should have been. Academic institutions and Government departments have come up in their own way and developed individual units, resulting in wasting of valuable resources in duplication. These information centres have not been able to share their resources as units of a national network for working on a common objective. There appears to be no national policy which could guide the various institutions in pooling resources and channelising information activities into a new independent and central organised body of social sciences.

Incidentally, India's social science institutions fail to maintain their identity, fixed locations, or even existence. They have to compete with natural science institutions, which receive Governmental patronage and benefits. Private social science institutions usually suffer from paucity of funds and resources. They find themselves beset with all kinds of difficulties and often become extinct after a short existence. In contrast to this, Government institutions are in a happier position, which have fixed locations and run smoothly without any fear of non-availability of funds. However, they too suffer from overlapping of funds and activities, which could be avoided and they can flow into a main stream of national information system.

As a result of uncertain and fluid state of affairs, there is hardly any scope for obtaining any firm data from these social science institutions. But the Government's healthy attitude towards these social science institutions, which are drifting into wilderness, can bring about an assured place and a positive role by them in the country's economic and social development.

The establishing of the Indian Council of Social Science Research is an added dimension to research in social sciences in India. In a short span of its existence, it has set up a Social Science Documentation Centre to canalize research and development efforts in social sciences. The Council gave a new thrust forward in social sciences research by adding a Social Science Data Archives services to its research utility activities.

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Nevertheless, considering the need for a comprehensive information system for optimum utilisation of research facilities available in various research institutions/organisations and also to fulfil its function of working as a clearing house to co-ordinate research activities in social sciences, SSDC, besides carrying on other activities like compilation of union catalogues of social science periodicals and serials, brought out two directories—one of social science research institutions, and the other of social science professional organisations in India in 1971-72. Although these directories are serving useful purposes, they are somewhat limited in their scope and coverage. The Council accepted the responsibility to update information available in the DARE System. A preliminary list of research institutions and professional organisations was compiled by it out of the material available from a number of sources. A total of 405 institutions were identified. These consisted of research institutions/professional organisations in social sciences, set up by the Central and State Governments, industrial and commercial houses and other private bodies. Most of these research institutions and organisations are outside the university system. However, some university institutions of national importance have also been included in them for the purpose of updating the information. Questionnaires have been sent to most of them. A region-wise break-up of these institutions and professional organisations is given in Appendix-I.

The updated print-outs will provide basic information to the research scholars in social sciences about various research institutions/organisations in the country. They will enable them to utilise optimum facilities available with these research agencies, on the one hand and on the other help the research organisations to have an idea of researches undertaken or completed and facilities provided by similar organisations. They will also help to establish close links for promotion of social science research and its utilisations.

Periodicals

Periodicals occupy an important place in social literature. Academic libraries spend a substantial portion of their meagre resources on their subscriptions. The high incidence of closing down of old periodicals is an unfortunate phenomenon. It is difficult to know their exact number and circulation figures. The coming out of new periodicals is also rather slow and tardy due to the prohibitive cost of paper and printing. Added to this are marketing difficulties which effectively keep circulation low, which, in turn, for lack of adequate advertisement sap vital resources. The result is that a gloomy picture of periodicals of a serious nature exists today. There has been a rise of about 105 per cent in prices of leading periodicals in recent years accounting for an annual cost escalation of 20 per cent per year. It is, therefore, necessary to work out a policy framework tailored to socially-related requirements of a developing society.

Though there has been a spurt in Indian periodicals in recent years, the high rate of their subscriptions is rather alarming. The social science institutions, which constitute an organised sector, are their potential buyers. Social science libraries being their main buyers help in boosting up their sale but they are scattered, seldom united and not able to pool their resources or coordinate their activities. An important factor, which is often overlooked, is the extent of use of periodicals in Indian libraries. The result is that a large number of them, though subscribed or received free in the library, do not find enough readers.

A national policy on social science periodical subscriptions coupled with resource sharing is the only solution to assure availability of periodical literature to social scientists in India. The main task is to view in totality the pooling of resources in social science periodical literature in a given area, with the underlying assumption that at least one copy of every periodical on social science is made available to the users for the library.

In short, the publication of periodicals in India is increasingly becoming a highly skilled, professional job with plenty of resources to draw upon. If these resources dry up or are drained out, it will result in an inevitable process of their extension. Professional journals linger on for some time for their existence, but soon become extinct for want of readers, which again depends upon an efficient system or organisation to serve the relevant needs of readers. At present, nearly 350 periodicals, known to be meant for serious readers as well as for researchers, have been identified.

NISSS

The need to set up a National Information System in Social Science has, therefore, to be considered in the context of the rapid development of social sciences as well as the increasing awareness of their relevance to societal development. As a matter of fact, a National Information System for Science and Technology (NISSAT) is already in vogue; medical (National HELLIS), agricultural, and industrial information systems, project management (PMIS) and information inputs for DEVSIS

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provided by Centre for Development of Instructional Technology (CENDIT) etc. are also taking shape. Another centre is being developed to handle data needed by the country's planners and other Government agencies. Efforts towards building a similar system in social sciences are alone lagging behind. The Council (ICSSR) has added a Social Science Data Archives service to its research utility services. The setting up of a national Social Science Documentation Centre and Social Science Archives should pave the way for the establishment of a National Information System for Social Science, but for some inexplicable reasons, it has not yet come about.

The Indian Council of Social Science Research is potentially the most appropriate body to become a focal point for the co-ordination and cooperation of a network of information centres and services. It should be able to facilitate the selection, processing and communication of ideas. The proposed NISSS should be in a position to provide readily information at the minimum possible cost. The ICSSR will be guided in developing these services by a competent Advisory Committee. It will also have to set up a number of Working Groups and expert units to take care of each of the dimensions of the system. The important requirements, in addition, would be a small Secretariat, a Chief Executive and Divisional Heads for programme planning and laying down a broad outline. The NISSS network should include National Centres of Information, Regional Centres, sectoral systems and other specialised services. The existing resources and facilities should be fully utilised and, if necessary, up-graded.

An Information System can be defined as an organised flow of information from sources to users. Information systems are built mainly for two general objectives, (1) to help in decision-making and (2) in supplying assistance in research. Decision-making focuses on choosing optimum courses of action, whereas research, in contrast, attempts to find new insights into natural and man-made processes.

Planning Information Systems services involves, at the minimum several major activities identifying the information needs of the potential users of the system, identifying or predicting the uses to which the information will be put and designing systems that can meet the identified requirements. The ICSSR, as the proposed focal point for building up of the system, will, therefore, have to perform numerous functions.

To begin with, it will formulate a policy for NISSS as well as a plan of action. Secondly, it will have to establish mechanisms for implementing the policy and operationalising the plans. The third important task would be to promote research and development as well as education and training programmes in information field and user education. Further co-ordination and interaction with the national and international organisations and with world information services, system and programmes will also have to be developed. Formulation of criteria, guidelines and standards and monitoring and evaluation of the performance of the system will be necessary to determine the nature, working and future directions of the development of this system. Lastly, funds will have to be raised, obtained, and allocated judiciously to achieve the best results with the minimum possible investment.

The national grid of information would comprise the following Centres:

1. National Social Science Documentation Centre (existing)—SSDC.
2. National Social Science Library (proposed)—NSSL.
3. National Social Science Data Archives (existing)—ICSSR Data Archives.
4. Inter Library Resources Centre (existing)—ILRC to be developed to cover almost all aspects of resource sharing.

The SSDC, established in 1969, has undertaken several major projects either directly or in collaboration with some selected institutions. It has also helped many projects under the grants-in-aid scheme. If the NISSS comes into existence, the activities of SSDC would multiply several times.

The proposed NSSL will be developed initially by SSDC as an institutional project to become a separate institution later on. Based on the comparative acquisition concept, it will avoid duplicating material already available in the country. It will augment the national collection through filling up the gaps, assess the information resources already available in the country, and identify the gaps to be filled up. The objective would be to ensure that NSSL and other service libraries in social sciences get at least one copy of every printed literature coming out on social sciences from all parts of the globe.

Regional Centres

The ICSSR has already set up regional centres in Bombay, Calcutta, Chandigarh, Hyderabad, New Delhi, and Shillong. They have built up a basic reference collection in social sciences not available at the university institutions with which they are associated. The centres will be funded and administered directly under the proposed NISSS scheme.

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Sectoral System

The sectoral system, which will be a vital link in NISSS, will be developed from the most suitable research institution in the discipline concerned. The sectoral centres will provide specialised services with a good amount of subject competence, and will be looked after by subject specialists trained in leading centre chosen for the purpose along with other information centres, will constitute a grid of its own, and will take care of development of information resources and services.

The sectoral systems will develop in major areas of national relevance and priority. These areas could be specified as rural development, manpower planning, urbanization, fiscal policy studies, development studies, agricultural economics, population studies, international relations, economic planning and development, public administration, foreign trade, and educational resources including non-formal education. The list could be suitably enlarged from time to time.

It is necessary that a survey of information uses regional, sectoral and institutional levels so that the functioning of the NISSS is made more purposeful and meaningful. A method should also be adopted to coordinate the acquisition of documents and their distribution among different libraries. This would help prevent unnecessary stock of duplication of material in libraries, and the available book purchase fund of the country can be properly diverted and utilized to acquire the maximum number of titles. The acquisition policies of each institution will have to be clearly laid down and coordination maintained at the sectoral, regional and national levels. Coordination will have to be extended to every conceivable sphere, including the subscription to periodicals and serials.

The development of information resources would automatically imply a programme of decentralization. Most of the important materials will be available in the institutional libraries, that is, in the actual place of use. The sectoral centre will supplement the acquisition of individual institutions coming under its purview to ensure that an exhaustive collection is available in the area or sector. The regional centres will maintain a general reference library, collect and hold theses and dissertations prepared in the region, maintain a depository of publications of regional languages and act as a dormitory for housing older but infrequently used important research material which is required to be removed to accommodate more recent and fresh material by service libraries. The NISSS would build up a national collection by complementing the local, sectoral and regional collections. Many residual areas will be taken care of by the NSSL.

Union Catalogue

The SSDC has already taken steps to build a union catalogue which has since recorded a satisfactory progress. Besides speeding up the work, efforts will be made to store the information in machine-readable form and establish a mechanism for updating it continuously. The work of preparing regional union catalogues and subject union catalogues will also have to be speeded up.

A decentralized network will necessitate the use of common techniques to process the collection in the constituent libraries. This will, again, mean that there will have to be a union catalogue for the purpose of inter-connection and to quickly locate the documents in the libraries. The union catalogue is not only considered a location tool, but helps in focussing strong and weak areas in the national collection for the purpose of continuing the acquisition programme.

Data/Information Bank

Data/information bank will have to be built up at the Centre and the sectoral levels. The Data Bank will cover research and development activities, completed and on-going projects, explore status of research and development abroad with country-wise profiles, and collect management information, manpower, techno-economic information, statistical data, and such other items. The sectoral centres will set up discipline-oriented data banks, which will select useful information, analyse it with a view to keep users' interest and store it in conventional or machine-readable form.

It is also proposed that SSDC will also bring out Indian Social Science Abstracts to provide not only bibliographical control of domestic output, but also to act as a feeder for coverage of Indian literature by major international abstracting and indexing services. The sectoral centres will take care of the bibliographical control of unpublished literature. In all major disciplines and branches of knowledge, international abstracting and indexing services are available, but it would be desirable to prepare selective current awareness services, with focus on the progress of work in the country. It is the sectoral centres which are expected to offer selective current awareness service.

This bibliographical control of social science material should also include audio-visual documentation in addition to the printed word. To illustrate the point, we may take the example, say, of *bidi* workers of a given area or the

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socio-economic problems of agriculturists in sub-Himalayan areas. While documentation, analysing the socio-economic conditions of work of the concerned class of people is necessary, it is also essential to build up audio-visual documentation of the conditions of these people at a given period of time so that this could be compared with their conditions in times to come, or with other comparable groups.

Abstracting Service

It should be noted that indexing and abstracting services are now available in computer-prepared magnetic tapes, and that there are several such services available in social science fields also. As these are costly propositions, the acquisition of tape-services should be initially centralized at Social Science Documentation Centre. Sectoral centres may obtain group profiles relating to the field of interest, and, in turn, select, evaluate and synthesize information to transfer the same to the users.

Information Analysis

Users in the modern times need carefully selected data, digests and information, which could be applied and assimilated straight away. That is why the source documents have to be analysed, relevant information culled out, evaluated and served for use. This type of work is called Information Analysis, and it should be the job of the sectoral centres in the proposed scheme to offer this service. Reviews, state-of-the-art reports, surveys, and forecasts and some of the products of information analysis.

Referal Service

Users frequently need source of information and how to reach the source. A referal service—who is doing what, where to get what, etc.—should be set up to direct the enquiries to the sources of information for purposes of establishing contact directly. These services should be available at the national and sectoral levels.

Information Markets

Information should have its market so that more and more users derive the fullest benefit from it. The NISSS scheme will help create and step up the demand for information. Methods will have to be found to make potential users information-conscious through programmes like group discussions, demonstrations and seminars.

Training Facilities

There will have to be proper training facilities oriented to social sciences information for the NISSS staff and even refresher courses for the existing staff. Research facilities should be offered in the field of social science information, and those, involved should organise symposia, seminars, workshops, and other methods to enable the information scientists to share and exchange their experience. In this connection it may be pertinent to recall the recommendations of the UNESCO Regional Co-operative Programme in Social Sciences for Development, Training, Research, and Documentation in Social Sciences in Asia and the Pacific, held in New Delhi, 9-13 August 1982, which interalia include, the information, documentation and clearing house services and are intended to provide support to cross-cultural research on development, to disseminate social science knowledge generated through research and to ensure its utilization through better communication. At present the support services are scattered in different institutions and there is no regional focal point or clearing house for assisting member countries in location and collection of relevant information.

It was then appropriately recommended that the UNESCO Office of the Regional Adviser for Social Sciences in Asia and the Pacific, along with U.N. Asian and Pacific Development Centre and other relevant regional institutions, will develop appropriate information reports, thematic surveys and abstracts and distribute them to the member States and their institutions. Efforts will also be made to encourage setting up of national social science documentation and data archival centres, and to establish a regional network of such centres to promote exchange of data and information.

Outlay of the NISSS Plan

Cost-wise, the total outlay (capital and recurring) for the development of NISSS over a period of five years was estimated at Rs 5.43 crores sometime ago. This was to include provision for the NISSS—Secretariat, strengthening of SSDC and SSDA establishment, setting up of six regional and eight sectoral centres, and carrying out some centralized services. The estimate was drawn on the analogy of science and technology information system, but for development on a reduced scale. Under the NISSAT scheme, for example, each regional centre is provided with a sum of about Rs 25,000 lakhs for a period of five years. In the NISSS scheme, about half the amount is proposed for developing the regional centres. Similar cost comparisons are applicable to all the component units of NISSS.

The NISSS is eminently suited for several spheres of national activities, including planning. Reliable and timely information for decision-making becomes increasingly important for India, where a concept of social welfare has developed over the last three decades. Many large-scale private organisations have successfully developed their own business

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information systems to plan, monitor or control their activities, and these have yielded increased profits. The Government should surely benefit from these methods. Apart from suggesting suitable solutions to the problems in planning, monitoring, allocation, control and coordination of the departmental programmes, one has to consider the spatial distribution of these programmes.

It is clear that these approaches for planning require proper information. Such operations result in considerable loss of time, and thus slow down planning processes at all levels of decision-making. The NISSS can play a vital role in implementing the multi-level planning process that had been envisaged in the First Five Year Plan.

The volume of data collected by various organisations, under the Government and in the private sector in our country is incredibly large. Many of the Government departments prepare various statistics, which are generally sent out for use at higher levels for collection and processing. It is unfortunate that despite these, many research reports, including Government reports, point out that due to lack of available data, they had to report to primary data collection.

There are many reasons for this state of affairs of which I would like to mention only five.

(i) Lack of proper and inadequate facilities for the dissemination of information needed for the conduct of research, availability of results of research, utilisation and application of such research, and problems encountered during the process, which generate further research.

(ii) Delay in recognition of social science research as an essential input in the social transformation of Indian society and as a tool for formulation of policies by the Government. In this regard, the natural sciences have always stolen a march over other disciplines. In the sphere of natural science, the scientific policy resolution of 1958 of the Government of India was of great help, but no such social science policy resolution was formulated, leading to the setting-up of the ICSSR. It was then that a draft policy resolution was published in January, 1971.

(iii) There is a great imbalance in funds allocated for natural sciences and the social sciences. It has been estimated that the country is spending annually about Rs 2,500 million on research and development in the natural technological and medical sciences but only around Rs 25 million on research in social sciences.

(iv) Establishment of an apex, autonomous organisation like the Council of Scientific and Industrial Research (CSIR) which could assist research in different disciplines of social sciences, promote inter-disciplinary research with a bearing on significant national problems, provide the essential statistical, documentary information and data and identify and encourage talent for social science research and bring them together on a common platform of mutual interest.

(v) Finally, although there exists an awareness of the requirements of coordinated provision expeditious services to the seekers of information, what is lacking is equally important awareness of the requirement as a base for the research advice and in this context, national planning is generally lacking in the country. Although, there is sufficient realisation of the fact that decision making should be directed and controlled on the basis of information requirement and systematic research, it is probably not appreciated so far that no information service can perform this role until adequate resources—material and human—are made available and it is in this context that I recall and repeat my plea to draw the attention of all concerned and the science community in particular, to their obligations towards the development and growth of a national social science information system.

The setting up of NISSS would be a step towards not only clearing such confusion but aiding and supplementing the work of all those who would like to find answers and solutions to the complex problem of the country.

The Ministry of Education, through the ICSSR, should be responsible for the NISSS scheme. ICSSR should be given appropriate powers to coordinate the information activities in social sciences. The Council should also be provided with adequate funds. The nucleus of developing NISSS will be the existing resources and facilities available in a number of organisations and institutions, universities and government departments. The functioning of the information system will be at the levels of national, regional, sectoral levels and local information units. Active participation of all the constitutions is an indispensable conditions for achieving an integrated system. This national system will help research workers, scholars, academicians, management personnel, and many others who would like to have an easy access to authentic information economically, efficiently and expeditiously. Time is of the essence, and the sooner the NISSS idea is translated into practice, the better for the country.

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APPENDIX

1.	Andhra Pradesh	27
2.	Arunachal Pradesh	2
3.	Assam	7
4.	Bihar	12
5.	Chandigarh	1
6.	Delhi	78
7.	Gujarat	27
8.	Himachal Pradesh	3
9.	Jammu and Kashmir	3
10.	Karnataka	20
11.	Kerala	14
12.	Madhya Pradesh	7
13.	Maharashtra	60
14.	Manipur	1
15.	Meghalaya	1
16.	Mizoram	1
17.	Nagaland	2
18.	Orissa	7
19.	Punjab	3
20.	Rajasthan	18
21.	Sikkim	2
22.	Tamil Nadu	29
23.	Uttar Pradesh	35
24.	West Bengal	45
	TOTAL	405

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Accession List.
National Institute of Rural Development, Hyderabad.

Addenda to Bibliography of Indian Studies/papers on Agricultural Labours in India. Shri Ram Centre for Industrial Relations and Human Resources Library, New Delhi. (Bibliographical Series).

Additions to the Library,
Indian Society of Agricultural Economics, Bombay.

Annotated List of Recent Additions to the Library,
Soviet Labour Relations Institute, Jamshedpur (Gehangir Ghandy Library-Library Services).

Articles of the Month
Madras Institute of Development Studies, Madras.

Bulletin
Ministry of Defence Library, New Delhi.

Bulletin of Research Theses and Dissertations.
National Archives of India, New Delhi.

Bulletin of Film.
National Documentation Centre on Mass Communication, Ministry of Information and Broadcasting, New Delhi.

Chetna.
National Medical Library, New Delhi.
(Current health literature awareness service).

Current Articles.
National Council of Applied Economic Research Library, New Delhi.
(Fortnightly listing of selective Journal articles).

Current Articles of Interest.
Institute of Defence Studies and Analysis Library, New Delhi.

Current Awareness List.
Centre for Development o f Instructional Technology (CENDIT) Library, New Delhi.

Current Awareness Services.
Directorate of Adult Education, New Delhi.

Current Awareness Services.
Indian Institute of Mass Communication Library, New Delhi.
(A monthly bibliography).

Current Awareness Services.
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Current Contents.
Railway Board Library, New Delhi.

Current Management Literature.
Administrative Staff College of India, Hyderabad.

Current Press Cutting Titles.
Indian Institute of Management Library, Bangalore.

Development and Welfare.
Delhi School of Social Work Society and Department of Social Work, University of Delhi, Delhi.

Noostate.
Central Statistical Organisation, New Delhi.
(Abstracts of articles covering diverse fields).

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Centre for Studies in Decentralised Industries, Vaikunthbhai Mehta Smarak Trust, Bombay.

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Indian Institute of Public Administration, New Delhi.

Documentation in Social Sciences.
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University of Bombay, Bombay.
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Documentation List.
National Cooperative Development Corporation Library, New Delhi.

Documentation List of Periodicals.
Commenwealth Youth Programme : Asia-Pacific Centre, Chandigarh.

Documentation of Law.
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Library and Research Section, New Delhi.
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Part I—Alphabetical subject index
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Documentation on Industry and Trade.
Ministries of Industry and Commerce Library, New Delhi.

Documentation Series.
Federation of Indian Chambers of Commerce and Industry Library, New Delhi.
(Selective Journal articles).

Education, Society and Islam.
Zakir Hussain Library, Jamia Millia Islamia, New Delhi.
(A monthly list of periodical articles).

Fortnightly List.
Indian Council of World Affairs Library, New Delhi.

Fortnightly List of Additions.
Servants of India Society's Library Gokhale Institute of Politics and Economics, Pune.

Fortnightly List of Articles on India
Servants of India Society's Library.
Gokhale Institute of Politics and Economics, Pune.

Have you Read?
National Institute of Health and Family Welfare, New Delhi.

Health and Family Welfare Documentation Bulletin.
National Institute of Health and Family Welfare, New Delhi.

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Indian Council of Social Science Research, New Delhi.

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Indian National Commission for Cooperation with Unesco, New Delhi.

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Latest Additions.
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Library Bulletin.
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Library Bulletin.
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List of Additions.
Archaeological Survey of India, New Delhi.

List of Additions.
Ministries of Industry and Commerce Library, New Delhi.

List of Additions.
National Institute of Educational Planning and Administration Library, New Delhi.

List of Additions.
Nehru Memorial Museum and Library, New Delhi.

List of Additions.
Zakir Hussain Library, Jamia Millia Islamia, New Delhi.

List of Additions.
Ministry of Law, Justice and Company Affairs Library, New Delhi.

Management Abstracts.
All India Management Association, New Delhi.

Mandev Documentation.
Management Development Institute Library, New Delhi.
(Fortnightly current awareness service).

Manpower Documentation.
Institute of Applied Manpower Research, New Delhi.

HDO Abstracts,
National Buildings Organisation and UN Regional Housing Centre ESCAP, New Delhi.

NEHUNERC Documentation Bulletin.
North Eastern Hill University Library and North Eastern Regional Centre, ICSSR, Shillong.
(Periodical Literature on Social Sciences and Humanities).

NIHFW Accession List.
National Institute of Health and Family Welfare, New Delhi.

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South Gujarat University Library, Surat.

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National Research Laboratory for Conservation of Cultural Property, Lucknow.

New Books.
India International Centre Library, New Delhi.

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Literacy House, Lucknow.

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Present status on national information infrastructure development in India, by T.S. Rajagopalan. *Journal of Library and Information Science* 2 (1) June 1977, p. 1-13.

Regional cooperative programme in social sciences for development, by Unesco, Office of the Regional Adviser for Social Sciences in Asia and the Pacific Bangkok. Bangkok, 1972, p. 41.

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Copyright in India–National and International

An examination of issues arising out of the 1983 amendment of the Indian Copyright Act, 1957

Samuel Israel

Considering the importance of the issues involved, the long-promised introduction in Parliament of a bill to amend the Indian Copyright Act of 1957 (hereafter often referred to as 'the Act') roused surprisingly little general interest. Even among writers, composers and lyricists (of film music and songs particularly), and publishers, interest and a mild level of 'agitation' was manifested only within the limits of their organizations. Little was done to place the issues before the general public.

The brief discussion on the approval of the amending bill by the Rajya Sabha on 4 August 1983 and the failure of the attempt to refer it to a select committee were reported in AIR's 'Today in Parliament' programme, but not in the Delhi edition of *The Times of India* the next morning. *The Hindustan Times* carried a brief report. Again, when the bill was briefly discussed and approved by the Lok Sabha on 25 August 1983, the Delhi *Times* again ignored it. AIR reported the passage, taking note of some of the points made in the debate.

Journalists—perhaps the largest and most active group of writing professionals in India—didn't take much notice. If they had, we would certainly have heard (read) about it in the popular media. Their status as 'second owners' of the copyright of their writings as staff writers, provided for in the 1957 Act and left undisturbed by the amending bill, seems fair enough, but increasing numbers of them are becoming authors of books and some are freelancers or part-time freelancers, even as journalists. They should, therefore, have shared the concern of other authors. Dhiren Bhagat, in *The Sunday Observer* (11 September 1983) has also commented on this general indifference to the issues involved.

Piracy

While the amending bill as such was not substantially noticed, the Press has, from time to time, taken note of and carried prominent features on 'piracy', both piracy in India and in other countries (particularly of Asia) of books, records (disc and tape) and films. Much of the limited discussion in the two houses of Parliament seems also to have been on the subject of piracy. On 25 July 1983, Mr H.K.L. Bhagat, Minister for Information and Broadcasting, informed the Lok Sabha that an inter-ministerial working group had been set up by the Education Ministry 'to study various aspects of piracy, including video piracy, with a view to evolving suitable remedial measures'. *The Times of India*, Delhi, reported on 29 August 1983 that government were concerned about complaints of widespread piracy of Indian books and films in Pakistan. Quoting official sources, the report said that government 'proposes to come forward with a comprehensive legislation to combat piracy as soon an some concrete suggestions are made', presumably by two working groups set up by the inter-ministerial meeting, one to be convened by the Ministry of Education (in relation to copyright law), and the other by the Central Bureau of Investigation (in relation to enforcement).

The matter of book piracy has received attention largely (though not wholly) as a problem of piracy *within* India, i.e., of copyright works of foreign and Indian origin being illegally reprinted and sold within our borders and even elsewhere. In the area of recorded music and films, the emphasis is on both internal and international and

* Reprint of an article first published in *Economic and Political Weekly*, Bombay, 19 November 1983. Recent developments in connection with video piracy of films have been very briefly taken note of in a later footnote.—SI

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illegal copying of Indian recorded music and films.

It was the development and spread of photo-offset facsimile reproduction that facilitated book piracy, but the outlay involved is still substantial and processing and production facilities involve heavy investment, which makes it necessary for book pirates to operate on a fairly substantial scale. The development and extensive availability of easily operated copying machines in technically advanced countries has made small-scale, even private personal and piracy possible at moderate outlay. However, in India so far, thanks to the high cost of copying machines and materials, this is not yet a matter of major concern for book publishers; but it will certainly become so in the not too distant future, as it now is for publishers in industrially advanced countries. In fact, for years now, even the traditional cyclostyle duplicator or mimeograph has been used by Indian pirates, usually in the garb of 'notes' by college teachers consisting largely or even wholly of long extracts from a variety of standard text-books, with or without acknowledgement, often in total innocence of any sense of wrongdoing; but often, also, in a cynical disregard of both law and propriety.

In the case of recorded music, it was the inexpensive and simple to operate tape-recorder (and particularly the cassette tape-recorder) that made piracy of recorded music, in its present monstrous proportions possible.

Making illegal copies of films, especially in the absence of negatives was, till not so long ago, a very complex and expensive business. The video disc and tape and the video cassette recorder (VCR) have changed all this. This economics of a major Indian industry—the most massive of our mass media—has been placed in sudden jeopardy, allowing no time for assimilation of and adjustment to the radically changed situation.

Oddly enough, despite general interest in the issue of piracy, and repeated demands from organizations of authors, publishers, booksellers, film producers and record companies, the amending bill that was recently passed made no attempt to tighten the anti-piracy provisions of the 1957 Act, the one point on which its critics were unanimous. As noted a little earlier, we are now told that 'a comprehensive legislation to control piracy' is contemplated.

The current situation is that, while piracy and knowingly stocking, selling or importing pirated material is a criminal offence, it is not a cognizable one. Searches and seizures are possible only on complaint to and by orders of a magistrate. Under the present dispensation, by the time searches get under way, the offending premises are cleared of all copyright infringing material. Penalties (up to 12 months imprisonment or a fine, or both, with confiscation of such copyright infringing copies as are traceable) are universally considered not deterrent enough.

Enhancement of penalties, however, will not, by itself, be effective. It can be effective as a deterrent only if detection and prosecution can result in conviction in a substantial proportion of cases. This can be assured only by swift and simultaneous multi-pronged action by the police on receipt of a complaint lodged with sufficient prima facie evidence; which is possible only if the offence is cognizable. Multi-pronged action is necessary as it is usually much easier to identify outlets for pirated material than to locate the stocks of the pirate himself—even when he can be identified with substantial though not necessarily judicial certainty.

Pirates prosper only when they have ready outlets for their contraband. If these are blocked, piracy will cease to pay. Offending vendors will, of course, protest their innocence and say they have no means of knowing that the goods offered to them are pirated. This, in 99 cases out of 100 is a lie, as everyone in the book-trade knows, and as offending book-vendors will brazenly admit, except under formal interrogation. They know quite well what they are doing and must be made answerable for the stocks they carry and sell; the onus of establishing that these have been obtained from legitimate sources must be squarely placed on their shoulders. Failure to identify and locate sources of copyright infringing material in their possession, or an unwillingness to do so, must be construed as indicating that they are knowingly dealing in it and they should be penalized accordingly.

Piracy will end only when it does not pay. It is, therefore, essential that the outlets should be hit as hard as the points of origin. But, even so, taking books as an example, little can be achieved without organized, *united* action by publishers (supported by authors) as a body, rather than individual publishers taking up their own cases in isolation. Till each single act of piracy against a publisher (whether Indian or foreign) is taken as an attack on all, on the industry as a whole, and met by the publishing industry as a united force, effective control of book piracy will not be achieved, since it will lack strong enough social sanction

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to induce adequate action by law enforcement agencies.*

The police usually have more on their hands than they can manage. What they call 'law and order problems', crimes involving violence to person and property more tangible than copyright, and individual offences against public order, tend to keep them much too busy to pay attention to anything else. That, in our circumstances, police officers feel they have more important things than copyright infringement to attend to is not surprising. Only a strong, organized and vociferous group will be able to stir up enough public interest to convince the police that action against piracy is not unimportant, even though heads are not being broken.

In the matter of sound recordings and films, as in the case of books, any attempt to control individual, non-commercial copying is obviously futile—it will have to be accepted and lived with. But piracy of records and films for commercial purposes could perhaps be controlled by measures similar to those suggested in the case of books. There must certainly be special aspects to be taken account of which only those active in these fields can identify.

Compulsory Licences

The provisions now incorporated in the Act, covering what is termed 'compulsory licence', have been generally welcomed by publishers, though attention has been drawn to possible snags in their application. The Copyright Board (hereafter often referred to as 'the Board') constituted under the Act now has the power to permit (license), under certain circumstances and under certain conditions, and on royalty terms normally applicable to such licences in India, the reproduction of copyright material even in the absence of the consent of the proprietor of the copyright, and even in the face of his, her, or its (corporate) objections.

In the case of Indian works, the intention is to ensure that those that have once been published are not later unreasonably withheld from the public by the proprietor of the copyright. Translations are also covered under this provision. It is not, however, the intention of the proposed provision to interfere with the right of an author to withhold his work from publication altogether or to withdraw it from public circulation—which may, sometimes, set the Copyright Board problems. There could also be occasional difficulties when two publishers simultaneously seek compulsory licence to publish the same work in the same language. In such cases, the Board is empowered to allot the licence to the publisher who, in its opinion, 'will best serve the public interest' in the work—an opinion that can always be challenged.

It is the international aspect of compulsory licensing, now provided for the first time, that needs to be discussed more fully. Till the mid-sixties, the basic principle of international copyright protection, as expressed in the Berne Convention of 1886, was total reciprocity, i.e., each country that adhered to that convention undertook to extend, within its territories, to works originating in *all* other countries subscribing to the convention, the same protection as it did to works of its own nationals. The Unesco-sponsored Universal Copyright Convention (1952) which for the first time, brought the USA and, some twenty years later, the USSR, into the international copyright system, is based on the same principle of reciprocity and, in fact, greatly simplifies its application, doing away with all but the simplest of formalities, viz., the inclusion in the publication of a statement consisting of the symbol ©, the name of the owner of the copyright and the year of publication.

India, like a number of other colonies of European powers, was taken into the Berne system as a subsidiary of an imperial power. The Berne Union was a wholly European affair, but India's adherence to it was nevertheless taken over, along with much else, as part of the legacy of British rule. This adherence was later endorsed by the Indian Copyright Act, 1957. India's subsequent adherences to the Universal Copyright Convention also, while continuing her membership of the Berne Union, confirmed her acceptance of reciprocity.

The provisions for compulsory licensing of translations and reprints of books originally published in advanced countries are a substantial departure from reciprocity in that they assume for India the power, highly circumscribed though it might be, under certain conditions and in certain circumstances, to permit the publication, within its borders, of internationally copyrighted material from developed countries, even against the wishes and on terms that might be unacceptable to the owner of the copyright. Indian works and those from other developing countries will not be subject to such provisions and will continue to enjoy

* Events since this article was written in connection with video piracy of films have confirmed this. The film industry has, it seems, succeeded in persuading government and enforcement authorities to move in their interest with only six months of intensive campaigning, while six years of effort on the part of authors and publishers failed to do so in behalf of theirs. No doubt, the massive economic clout of the film industry and the political influence of some of its leading personalities have also played their part. Government has finally decided to make copyright infringement a cognizable offence, to strengthen enforement, and enhance penalities. Authors and publishers owe the film industry their thanks.——SI

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undiluted international protection of their copyrights.

This is, of course, in keeping with professed attitudes and positions publicly adopted in the so-called North-South dialogue, including discussions concerning the promotion of New International Economic and Information Orders. This article will not attempt to discuss the issues involved, not even the very relevant aspect of 'free flow of information'. For the present purpose, it is sufficient to say that the recent amendments of the Indian Copyright Act are far from being a unilateral assumption of powers to distribute licences for the use of copyright material from advanced countries on terms considered reasonable and in keeping with current Indian practice. If anything, the arrogation was on the part of the governments of the advanced countries in relation to their own authors, when they agreed in Paris, in 1971, to the amendment of the Berne and UCC agreements to permit developing countries to license, within their territories, the translation and reprinting of the works of these authors, even against their wishes and those of their publishers.

This, in fact, is how the business was initially viewed by British authors and publishers when an agreement on the matter was first arrived at (substantially at India's initiative) in Stockholm in 1967, in relation to the Berne convention. The concessions agreed to there were substantial and the developing countries rejoiced, but not for long. British publishers, vigorously supported by their authors, rose in revolt in Britain and other developed countries of Western Europe and they backed out of the understanding. (The USA was not involved since it was not a member of the Berne Union.)

The amendments to both international copyright conventions negotiated at joint sessions at Paris in 1971 and constitute a compromise which, some believe, that leans far backwards to ensure that authors and publishers of advanced countries will lose little or nothing under compulsory licensing by developing countries, even if they do not gain much out of it. Many wonder whether what has been provided and what is now incorporated in the Indian Copyright Act is going to help substantially, either in attaining its main purpose: making books required for education freely available; or its subsidiary purpose, which is implicit but seldom mentioned: eliminating piracy of foreign books by making legitimate (even though compulsorily licensed) editions available at prices that suit our conditions. What one can certainly anticipate is a greater willingness among British and American publishers to license Indian publishers of their own choice to reprint their titles, rather being compelled to deal with publishers they do not know licensed by the Copyright Board.

However this might be, there could have been no question of not incorporating the compulsory licensing provisions in our Act. It is regrettable, in fact, that it has taken our government more than ten years to come round to doing so. The provisions can certainly be used to the advantage of the country and its publishing industry. But there *are* tricky aspects that need to be carefully considered. One of these is the effect of compulsory licensing of reprints of foreign works of Indian authorship, especially in the area of scientific and technical textbooks. In their preoccupation with the amendments designed to afford authors protection against unscrupulous or grasping publishers, the Authors Guild of India seem, so far, to have neglected this aspect. Will not Indian-authored and published textbooks find it difficult to make their way against low-priced reprints of standard and established texts? This would be especially so in the case of first editions of Indian textbooks which would have to carry the full burden of the very heavy cost of initial composition in type, particularly when extensive mathematical setting is involved. Reprinters would get such composition ready-made and free of charge. Often, on price considerations alone, a good Indian textbook might get set aside.

About translations into Indian languages, there is usually no difficulty in obtaining rights from foreign publishers, as none of them is in a position directly to exploit the Indian-language book market. It is the granting of licences for the *reprinting* of English-language titles in India that British and American publishers are chary about. Among these again, it is really only books required in India for 'systematic instructional activities', i.e., books that can serve as textbooks for formally laid down courses of study, presumably in recognized educational institutions, that foreign publishers need worry about. Since textbooks are the proverbial bread and butter of most publishing, the cause for their worry is genuine and substantial.

In the case of books other than textbooks, before the grant of a compulsory licence can be considered, seven years must have elapsed after first publication in the case of works of fiction, poetry and drama; five in the case of non-fiction of a general kind; and three in the case of mathematics, science, medicine, and engineering. And even after this period of waiting, only if copies of the book are not being made available in India.

So we come to the useful core of compulsory licensing. In the case of mathematical, scientific, medical and engineering textbooks

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(presumably potential textbooks also), if after the expiry of the three-year waiting period after first publication the book has not been made available in India or made available 'at a price reasonably related to that normally charged in India for comparable works', for six moths or more, any person who has been refused permission to reprint the book in India may apply to the Board for a compulsory licence. The application will almost always have to be on the ground of high price, since good and useful textbooks will have been kept available by the original publisher. It will be easy enough to convince the Copyright Board that an Indian reprint can be issued at a much lower price than the original. The problem is that any licence granted, in keeping with the Paris accord, will have to be *non*-exclusive. This means that not only the original publishers, if and when they choose to, can issue a special low-priced edition in India, either themselves or through an authorized agent, but also that the Board is free to issue more than one licence for the same title.

This is a potentially dangerous situation, pregnant with chaos. Copyright protection is what makes authorship a profession or, at least, a supplementary source of income for writers. It also makes publishing a business. Dilute copyright and you weaken the foundations of both authorship and publishing; and this is what multiple licensing will amount to if indulged in on any substantial scale.

But why, it may be argued, should the Board issue multiple licences? Won't it, as in the case of internal compulsory licences, choose only one publisher for each title—the one that 'will best serve the public interest' in the work? It may try to, but I don't think, in the long run, that it will be able to resist pressures to issue multiple licences for books for which the demand is large and widespread. Accusations of bias, nepotism and corruption will be made. Regionalism will be appealed to; central ('north-Indian') domination will be denounced. Since 'anyone' can apply for a licence, publishers will mushroom and vie with each other to convince the Board that they will be able to sell popular titles cheaper than their rivals; production standards will be depressed; shoddy, sub-standard products will flood the market. As the number of licences multiply, as more and more titles are licensed, it will not be possible for the Board to monitor performance, especially in terms of print orders and production standards. Also, the Act does not provide for such monitoring.

There is also the prospect that publishers who endeavour to maintain the minimum standards of production suitable to the functions textbooks are expected to perform (especially in regard to readability and durability) will be elbowed out of the compulsory licensing picture. They will not be able to match the low selling prices quoted by publishers less concerned with maintaining standards.

Somewhat akin to the rush to set up reprint houses when the United States Information Service (USIS) launched its massive programme of heavily subsidizing reprints of approved American textbooks in India, there could well be a proliferation of reprinters, this time operating under compulsory licences. With almost ready-made and pre-promoted products to market, such reprinters could manage with skeleton establishments and a minimnm of genuine publishing expertise. True publishing establishments, interested mainly in publishing good books of Indian origin, with their large editorial, production, promotion and marketing staff, drawing reasonable salaries and, consequently, carrying a heavy burden of overheads will find it extremely difficult to meet the pricing expectations of the Copyright Board, if one is to go by the experience with all official and semi-official price-fixation of industrial products, including books.

One other danger might be mentioned: the possibility that we reprint more foreign titles than we really need to. And this at the expense of original works by Indian authors. Reprint publishing is easy publishing; original publishing calls for much higher levels of skill and judgement: it is much more laborious and risky. A spurt in reprinting activity should not be allowed to overwhelm the real function of the national publishing industry, viz., to provide a platform for Indian literature and scholarship.

The scenario has perhaps been overpainted—but is it not a possible one? Whatever the arguments in favour of and the need for compulsory licensing, it has to be recognised by all who respect the principle of universal copyright as we do, that, ultimately, under compulsory licensing, intellectual property is being requisitioned unilaterally on terms laid down unilaterally, even if this is after giving the copyright proprietor a hearing. These proprietors must, in all fairness, be protected by the licensing authority against reprinters who fail to account for sales, to pay amounts falling due promptly, or cheat in any other way. It would be totally unfair to expect them to act through our civil courts which, in effect, would be leaving them totally unprotected. Section 19A which the recent amendment has added to the Act gives the Copyright Board power to adjudicate disputes between copyright

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owners and publishers and enforce payments when due. It can well be used to protect foreign copyright owners, provided the Board undertakes to act on written complaints from them, not only judicially but also in the role of prosecuting attorney. Having appropriated their privilege in our territory, this is the least the Board owes them. There should be no difficulty, legal or otherwise, in also summarily cancelling compulsory licences granted to reprinters that fail to meet their obligations.

Protection to Authors (Section 19A)

It is the addition of this section to the Act that has caused concern to publishers, who have otherwise welcomed the amendments as far as they go. Authors have heartily welcomed the addition as a response to their long-standing pleas, organized and individual, for protection against exploitation by publishers. The section is quoted in full below:

> 19A. Where any dispute arises with respect to the assignment of, or any of the terms of the assignment of, any copyright, the Copyright Board may, on receipt of a complaint from any of the parties to the dispute and after holding such inquiry as it may deem necessary, pass such orders as it may deem fit including orders by way of giving permission to the owner of the copyright to revoke its assignment if the terms of the assignment are harsh to him or if the publisher unduly delays the publication of the work or by way of issue of a certificate for the recovery of any royalty due to the owner.

This, it will be seen, gives the Board the powers of a civil court in respect of contracts assigning copyright, far beyond those it previously had. Before the amendments, its powers were confined to matters concerning registration of copyright, i.e., to disputes concerning ownership of copyright. But even in that matter, an entry in the Register of Copyrights was not deemed, in itself, sufficient proof of ownership.

That authors require protection against unscrupulous and culpably negligent publishers is admitted even by publishers; what is disputed is only the extent or frequency of publishers' malpractices. However, whether malpractices are many or few, occasional or frequent, the need for protection is not disputed.

That recourse to civil courts is no answer to the authors' problem is obvious to anyone with even a distant acquaintance with prolonged and expensive proceedings in such courts, especially when the aggrieved party is economically weaker (as most authors are) than the defendant. Something analogous to the Payment of Wages Courts is clearly needed to investigate and enforce authors' claims against publishers after summary proceedings involving nominal fees and without recourse to lawyers. Section 19A seems to provide this. Such an authority is certainly necesssary to enforce adherence by publishers to the terms of their contracts with authors, especially in relation to publication within a reasonable length of time and prompt payment of amounts falling due to authors under publishing contracts.

But Section 19A goes much beyond enforcing adherence to contracts. It empowers the Copyright Board to sit in judgement on the provisions of the contracts themselves and to authorize their repudiation by authors if, in the opinion of the Board, the terms are 'harsh' to them. What constitutes harshness is not specified and no examples are mentioned by way of 'Explanation' as in done is some other places in the Act. Further, a complaint about harshness can be made at any time during the pendency of the contract. This uncertainty about what would be construed as harsh and the fact that a charge of harshness can be brought against him at any time, out of the blue, and repeatedly even by a single author, even frivolously or to harass or put pressure on him, or cause him embarrassment, cannot but be a source of worry to a publisher, even a most honest one.

There is clearly a need for a setting down of what would be considered harsh practice. Better still would be to specify in the Act itself what provisions a contract for assignment of copyright or one granting an exclusive licence for exploitation of a copyright cannot legally include or omit. Impossible though it is to anticipate every possible situation and provide for it, there are major issues of principle that have been the subject of widespread discussion between authors and publishers which can be identified. Government could well have examined these issues and obtained parliament's approval for specific injunctions. This sort of limitation on total freedom of contract would not be particularly welcome to publishers, but I think they would be better off knowing exactly what is permissible and what is not than not knowing when their contracts might be challenged by one author or another and stand in danger of being cancelled on the ground that they are harsh in one or other aspect.

It would require a separate article to discuss the kinds of issues that would have to be dealt with. Important among them would be matter of windfall earnings which were not anticipated when the

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contract was entered into, and the emergence of new means of exploitation of the copyright as a result of technical developments, or even an unanticipated widening of the market as a result of social or political developments. Also important would be the position adopted vis-a-vis blanket acquisition of copyright, i.e., not only the portion required for the immediate purpose or purposes (e.g., publication in volume and serial form) but also for long as the assignment lasts, for all other possible or even emotely possible or even totally unanticipated ways of exploiting the copyright. Already, the Act requires that a copyright assignment must specify the purpose for which it is being made, but there nevertheless does not currently seem to be anything to prevent the copyright being taken over for all possible purposes and those that might become possible in the future by merely inserting a clause to this effect in the contract.

The last may not be an altogether bad arrangement when the proceeds of exploitation of subsidiary rights are equitably shared between author and publisher, but it certainly becomes unfair when copyright has been sold outright at a price agreed when the new possibilities were either not envisaged or did not exist. Perhaps it can be laid down that only what is specifically mentioned will be recognized as legally assigned, whether the contract provides for the sharing of proceeds or not. All rights not specified (all residual rights) will remain with the first proprietor of the copyright.

Also requiring consideration are clauses in publishing agreements that seriously restrict authors' rights to further publication through clauses that require him to offer his next work to the publisher of the previous one ('first option' clauses), or that restrict him from writing for a second publisher a book on the same subject and at the same level as that he has written for the first, even if the copyright of the earlier work is not violated (competing works clause).

One does not know what sort of terms the Copyright Board is going to consider harsh and whether there will be any consistent view at all. Is there any constitutionally valid way, short of further amendment of the Act, of ensuring a modicum of consistency in the awards of the Board? Does government have the constitutional right to issue binding guidelines to the Board? The matter needs to be gone into carefully by legal and constitutional experts.

There are precedents in the copyright laws of certain European countries (France and the Federal Republic of Germany among them) for incorporating in copyright law provisions for ensuring that authors who have made assignments of their copyrights against outright lump-sum payments nevertheless get a share of proceeds of (usually unanticipated) sales which, under a royalty system, would have brought them substantially more than they have received as outright payment. There does not seem to be any reason why, in our special circumstances, we could not go even further.

There is, however, a danger. If we go too far in our attempt to hold the balance even between authors and publishers, the latter might tend to shy off altogether, and become increasingly reluctant to accept for publication anything that does not offer a certain prospect of immediate and quick returns. If publishers are to be expected to take risks, they must not be denied the opportunity of getting an occasional bonanza, ensuring, of course, that the author gets his share of it. There is much to be said for preserving the element of a bargain for mutual benefit in publishing agreements.

Corporate Copyright

The Authors Guild and the Indian Performing Right Society Ltd (representing composers of lyrics and music for films) have expressed concern at the following additions to the Act:

> 17(dd) in the case of a work made or first published by or under the direction or control of any body corporate, such body corporate shall, in the absence of any agreement to the contrary, be the first owner of the copyright therein.

The addition certainly has sinister implications for writers and composers. The Act, even before amendment, provided in sub-clause 17(c) for the products of persons who create literary, artistic or musical works as paid employees, with separate special provisions covering working journalists and photo-journalists in sub-clauses 17(a) and 17(b). Copyright in such cases, unless otherwise agreed, belonged, in the case of non-journalists, to the employer, and, in the case of working journalists, also to the employer, but only for first publication in a newspaper or periodical. This seemed fair enough.

The danger in the added sub-clause 17(dd) is that, to cite an example, a publishing company could stretch the point and claim that the copyright of a book that it had comissioned an author to write along agreed lines, and which it had undertaken to publish on completion, belongs to the publishing company since the work was 'made' 'under' its 'direction or control'. A periodical could claim ownership of the copyright of all material 'first published' in its pages, which would mean that

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the writer would lose control over his work the moment it is published, unless he has taken good care to specify otherwise when submitting his piece for publication and, perhaps, unless he can also establish that was the understanding on which the work was accepted for publication. So far, the assumption has been, unless there was a clear contrary understanding, that one offered a periodical only a one-time publishing right and retained copyright, and was free to use the material again in ways that did not affect the commercial interests of the first publisher.

This has actually been the plight of writers of lyrics and composers of film songs and music even before the addition of sub-clause 17(dd). The governing opening lines of Section 17 lay down, very appropriately, that 'Subject to the provisions of this Act, the author of a work shall be the first owner of the copyright therein'; but Catch 22 operates through sub-sub-clause 2(d)(v) which lays down that 'in relation to a cinematograph film', 'author' means 'the owner of the film at the time of its completion', who is, in most cases, the producer or the producing company. The copyright of a film covers the sound-track with all the rest and so the music, the words of the songs, and their performance, are all the copyright property of the producer. The Surpreme Court has endorsed this interpretation of even the unamended Act in their decision on an appeal by The Indian Performing Right Society Ltd in their case against the Eastern India Motion Picture Association and Others, with Mr Justice Krishna Iyer expressing some regret that the Act could not be interpreted differently and indicating that he hoped parliament would set matters right. Unfortunately, exactly the opposite has happened, in spite of the judge's remarks and the pleas of the Performing Right Society. The added sub-clause 17(dd) makes it quite certain that the judgement will not be reversed. Whatever ambiguity there might have been in the matter has been effectively removed. *All* writers are now open to dangers similar to those so far faced only by authors, composers, lyricists and artists who wrote or performed for films.

An author who has transferred his copyright to a publisher on terms that are considered harsh by the Copyright Board will, under the new Section 19A, be authorized by the Board to withdraw the assignment from the publisher. Will the Board equally protect writers of lyrics and composers of music for films from the harshness of the provisions of the Copyright Act itself?

That producers of films should have the exclusive right to exploit them commercially is not disputed; nor is it disputed that it would be most awkward, though not impossible, for them to share out profits from the exhibition of a film among all those who contributed to it in terms of intellectual property. An agreed outright payment for such contributions can be both fair and convenient. But why, unless it is expressly agreed to the contrary, should *all* the rights constituting copyright in songs and music incorporated in a film become the property of its producer, freely to exploit further through other media like records, tape, broadcasts, and live public performance? Why should the Copyright Act not provide the opposite: that, unless expressly otherwise agreed, all rights other than film rights are retained by the lyricist and composer for their respective contributions? (Why should the privilege not be extended to the performer also, the playback singer for example?) Economically, in terms of bargaining power, the latter are almost always the weaker party to a bargain. It is they that require anticipatory protection, not the producers.

It is difficult to understand why an amending bill that at one point goes so far in providing protection to authors should, at another, place them at such great risk, along with composers of songs and music, vis-a-vis film producers.

Since it took some ten years to get the first amendments to the 1957 Act through, a certain end-of-the-job desire for a breather is understandable; many, and particularly those at the government end, will feel that it would be best, for the next few years at least, to see how things work out, and not to think in terms of further changes. Certainly, further hurried modifications or fresh provisions would be unwise, but this should not prevent continuing critical examination of the Act and its working, *and* further amendment when found necessary. If we haven't felt constrained to let 'decent intervals' elapse between amendments of our basic law, our constitution, why should we hesitate to modify enactments under it whenever and as often as the necessity for this is established?

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PUBLISH AND BE DAMNED

Pritish Nandy in conversation with Narendra Kumar

Vikas, the country's largest publishers and possibly the most innovative, have moved into literary publishing in a big way. Poetry, fiction, creative prose, new translations of the classics. Vikas have moved out and reached new pastures. All this began with two anthologies that Vikas published some time back, one a collection of modern Indian stories and the other a collection of modern Indian poetry, both with the theme of love as the focal point. Neither were bestsellers; nor were they expected to be. But they set Vikas on a new track in today's somewhat unpridictable publishing scene. Poet Pritish Nandy discusses here with Narendra Kumar, the dynamic, young professional who heads Vikas, questions of love, literature, censorship and the role of publishing.

Pritish Nandy : You have recently published from Vikas two anthologies on the theme of love. One, an anthology of modern Indian love stories. The other, an anthology of ancient Indian love poems is on the anvil. What has been the response to these books?

Narendra Kumar : Our anthologies have done fairly well in terms of sales, and if we consider that one of them was a book of poems, usually very difficult to sell, then I might say that our anthologies have been very successful.

P.N. : Most of classics deal with the theme of love. And most of our classics are in verse. Kalidasa, Amaru, Jayadeva, Chandidas, Vidyapati... the list is endless. Love poetry is, therefore, deeply rooted in the literary tradition of our country, in its cultural ethos. Marketing any book of love poems should not be very difficult. Yet why do you say poetry is usually very difficult to sell, why do publishers shy away from publishing poetry?

N.K. : At the outset I should point out that publishers all over the world find it difficult to sell poetry. Even in the most advanced countries of the West, poetry editions are ridiculously small when compared to the high percentage of literacy, the number of people that go in for higher education, and the exposure that writers and poets get in the press.

As for translations of Kalidasa, Amaru, Jayadeva, Chandidas and Vidyapati, there are numerous editions available in India and abroad: so I don't think your contention holds regarding love poetry.

Where the problem arises is in relation to modern poetry. The appreciation of poetry requires sophistication and, in India, even if there is a small core of sophisticated readers, they frenquently can't afford to buy a book of poems which would be priced at Rs 30. Also, Indian poets are not as well known to the Indian public as some Indian writers are. There is also the fact that much of the good poety is in the regional languages, and the quality of Indian translators, on the whole, being not of a high standard, what results is an inadequate and wooden translation. Hopefully, in the future we will have a larger crop of translators, among whom will be some who can do justice to the original poetry.

Our anthologies have done well. I think the idea appealed to the public. There have been several Western anthologies on the theme of love, but as far as I know these are the first Indian ones.

P.N. : Why do universities and colleges here shy away from including love poetry in their syllabi? Why do we reject such a rich tradition inherent in our literature. The literature of love.

N.K. : I disagree with you when you say our universities 'shy away' from including this in their syllabi. Indian literature courses are full of Kalidasa, for instance. You can't escape these classics. Western literature courses also containa

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good bit of love poetry. Even Shakespeare, who is on every literature course, is rather bawdy at times.

Modern Indian love poetry is not widely represented in universities because modern Indian literature as a course is offered in relatively few universities. Also, modern Indian love poetry, as a genre, has not come into its own. Thus, a course may have a few scattered poems but that is about all. Though our universities are behind the times in many respects, I don't think we can accuse them of prudery in this respect!

P.N. : If our academic establishment is not prudish, why does the word 'love' live in exile in our culture today? Why are we embarrassed by it?

N.K. : Ours is a decadent culture, and one of the signs of a decadent culture is its inability to adapt to changing attitudes. In fact, hypocrisy and every manner posturing become endemic to such a culture. It requires a dynamic culture to respond positively to change. In no area have there been more drastic changes than in attitudes to love and sex.

In India, in the recent past, love has been rather idealised. It has been viewed as a static relationship between man and a woman. Love between unmarried people was unthinkable. Love came only after marriage. The wife's role, in fact, was to be a servant to her husband, taking care of his house, family and physical needs. In return, she was given status in society. Companionship between man and wife was out of the question and the wife didn't expect it either. This state of affairs was called 'love'.

Unfortunately, social attitudes take a long time to change and 'love', if one could call it that, is still seen in the context of the kind of relationship I've just described. Any change is found shocking.

P.N. : You are one of the foremost publishers in the country. Your own achievements towards making publishing a professional business, not just any old profit making trade, are now well known. In professional publishing circles, you are among the celebrated. Yet why do you not break away and open the floodgates of change? Don't you believe that publishers are not just in business for the sake of business—they are there to make changes in human attitudes, beliefs, commitments? They are the catalysts of change—they open up the frontiers of knowledge, break down the walls of dogma, challenge the status quo? Would you not like to arrogate to yourself this role? The role of a frontiersman, rather than walk the path every other publisher takes, from the stodgiest to the quick buck merchant.

N.K. : I agree that publishers are catalysts of change, but they are not the change-agents. We may, for example, do a number of books on Harijans, or the political rot that has set into our country. These books may doubtless influence a few people, but it will take a long time for the situation of the Harijans to improve, as there are so many factors involved.

P.N. : Indian publishing is, generally speaking, conservative. Publishers go by what the market wants. Politics, cheap fiction, substandard textbooks; the predictable nexus. Do you not think that the publisher has the responsibility of educating the market? Would that not open up more challenges for publishers in the future, as more and more readers will seek out newer and better kinds of books? Wouldn't that be better for good, professional publishers like you?

...publishers are there to make changes in human attitudes, beliefs, commitments. They are the catalysts of change—they open up the frontiers of knowledge, break down the walls of dogma, challenge the status quo.

N.K. : The relation between publishing and the market is a very subtle one. A good publisher can anticipate an incipient demand. That is to say, he can build on what is already there. However, he cannot create a demand when it does not exist. A good example is Germaine Greer's *The Female Eunuch*. It was published in the early sixties and virtually brought a flood of books on feminism. It literally created a women's lib. However, in the West, ever since the Suffragette movement in the thirties, there had been a definite and growing need to question woman's role in society. Thus the book was a timely one.

On the other hand, we in India can't simply publish a book for which there is not much demand. In USA these days there is a tremendous wave of "Natural is Good", and there is a spate of books on natural foods. Now, nobody would deny that natural foods are beneficial, but if we suddenly bring out a couple of books on the subject they would completely flop because our eating habits

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and lifestyles are so different. We are not so health and figure conscious as people in the West are.

P.N. : It is said that if sex is civilisation, the erotic is culture. All over the world erotica is being successfully marketed—by some of the best publishers and the most renowned. Picasso, Henry Miller, Anais Nin, Fellini, Andy Warhol, Erica Jong, Bertollicci... In fiction, poetry, film-making, painting, even music, the erotic has come to stay...as a very powerful, very valid genre. Why are we shying away? Our erotic literature from the past is now acknowledged as all-time classics. Yet, why are we ashamed of publishing such work by contemporary writers? Why is our fiction often insipid? Why do we get the shudders at the slightest possibility of a kiss on the screen? Do you, as a publisher of creative works, believe in censorship in any form? Open or insidious?

N.K. : Definitely not.

P.N. : Do you believe that there is anything that can be called obscene or pornographic?

N.K. : This is a very tricky question and has been thrashed out to no conclusion. In India we allow our children to see the most vulgar display of sexual gestures in Indian films. This perversion is considered quite normal. On the other hand, a simple kiss, which is so normal, would be viewed with horror by most parents. So our censors don't allow it. But this is quite in keeping with the topsy-turvy world that is India today.

In all the various art forms, there is a very fine border line between the obscene, but its context in the whole film and the manner in which it was shot can transform the meaning. So also in a play or a novel. The point is that one ought not to isolate the 'obscene' scene, but see it in the context of the whole. If it is an integral part of the whole, it should not be touched. Where moral values are concerned whether a particular behaviour pattern is obscene depends on its particular cultural context. For example, even a highly permissive society like America finds homosexuality shocking, whereas in many conservative parts of the world, homosexuality is considered quite the norm.

P.N.: If someone sent you a powerful collection of poems or a great novel that was blatantly erotic, would you risk publishing it? Or would you prefer software porn like Uma Vasudeva's novel which you published?

N.K.: When one selects a book, its being erotic or otherwise is not a major criterion. If the work is a novel, there are other criteria for selection. As far as I'm concerned, its being erotic does not hinder it, but neither does it help it.

P.N.: The Olympia Press or the Grove Press are now part of contemporary mythology. Their fight against the establishment and how Olympia Press first published Hery Miller's *Tropic of Cancer* (which was almost instantly banned) is much quoted as an example of courageous publishing, particularly since Henry Miller later became a public figure. Would you ever seriously consider such a risk? Would you, for instance, have published Henry Miller if he had come to you as a young, unpublished writer with stars in his eyes and a manuscript full of four letter words and supercharged sexual scenes?

N.K.: That's really a hypothetical question! I am confident that to date we have not rejected any first rate manuscript.

As regards Henry Miller's books, you must remember that they aren't merely full of four letter words. They are works of tremendous vibrancy and express a complex view of life. No sensitive reader would deny that. If we got a script with even half the amount of verve that is evident in Miller's work, we'd accept it. However, it's not easy to come by such work.

P.N.: One last question. Do you enjoy reading about love and sex? And do you believe that it is your inalienable right to read, see, listen to and enjoy a great work in this genre, without anyone peeping over your shoulders with a pair of scissors in his hand? Would you agree with me that morality has nothing to do with sex and love?

N.K.: A person who enjoys books reads on a wide variety of subjects, not necessarily on love and sex alone. Certainly every adult has the right to choose his reading material, but I do feel that children's exposure should be controlled till they are mature. It might do irreparable harm to them to expose them to too much at too young an age.

Courtesy: Youth Times

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Dr Vinayak Krishna Gokak wants bureau of translation

Raj Gill*

Competent translators and a national bureau for translations are the pre-eminent conditions for the generation of an Indian literature. Indian literature as such exists only in a mosaic form. It is fragmented in 22 languages, recognised by the Indian Constitution, besides all the other dozen odd languages in which Indian literature was written from the time of Rig Veda and Mahabharata. The Rig Veda was the first book of poetry in the whole world. The generation of an Indian literature has not been possible in spite of the fact that the first literary book, the Rig Veda, was written in India, because India has never had an Indian language. Even though the literature in the modern 22 languages and before that the medieval and the ancient languages was absolutely Indian, it could not be recognised as such because none could know all these literatures in different languages. Therefore, it is necessary not only to collect the literature of all the languages right from the ancient times, but also it should be translated into all the 22 modern languages, at least the representative works to let the teaching teacher have a sense of literature. The Indian literature as it is being taught in the universities is no better than a trailer of a feature movie.

The above is a very serious argument based on a scholarly study of a person who has devoted his life to literature. The person is Dr Vinayak Krishna Gokak, currently Vice-Chancellor of Shri Sathya Sai Institute of Higher Learning, Andhra Pradesh, and President of the Sahitya Akademi at the Centre. Dr Gokak is also the President of the Bharatiya Jnanpith Selection Committee, the most coveted award in India.

Talking to Dr Gokak, which in itself is an experience giving one the feeling as if one is speaking to a Greek philosopher who preferred to expound his theories in dialogue, or to an oracle, one feels as if one is in communion with a spirit which is roving over a period which started with Rig Veda and was continuing through modern times. He is a grandfatherly figure who never is adamant on a point of controversy nor aggressive on a point of argument. He talks about literature, its grassroots, its growth and its future with a peculiarly nostalgic tone that makes you feel one with the universe and not with one country or one culture or one language or one literature.

He ranges over the literature of the world to make his point that to have many languages and not one literature has not been an exceptional case with India, but it has been so with the United States of America, Union of Soviet Socialist Republics and even Europe. Wherever cultural roots are common and the thinking of minds is on the same wavelength the unification of literature is no problem. The Indian literature in all the Indian languages has an Indianness which cannot be mistaken for anything else, and, as such, there is oneness in it which has to be manifested.

He said this had been the problem of Russia also because of its scores of cultures and languages. It has been the problem of America too. Though America has been fortunate enough in having one language in the country. Even the European countries are seriously at the job to have one literature in spite of different culture and languages.

Dr Gokak stressed that the first task that he would prefer to

* Raj Gill is Chief Correspondent, *The Hindustan Times*.

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Indian literature has an unmistakable oneness

accomplish was collecting the Indian literature in all its languages. So far this has been done for 12 languages. There are still 10 languages the literature of which have to be collected. The next project on his agenda is to have all the 22 literature units translated into all the 22 languages, at least the representative works or pieces of all the literatures so that a teacher or a critic or a scholar in each language can talk of the Indian literature in its fullness and not in fragments.

He is busy with his planning to start a training centre for translators, to be trained in various workshops all over the country to prepare a team of competent translators who can translate literature from any of the 22 Indian languages into any one of them. These translators would not be employed as employees but only on contract with a promise of continuous work but with the threat of being dropped from the panel of the translators if the work done was not up to the set standard. Dr Gokak emphasises that translations done in India so far were largely poor in quality and sometimes stranger to the original also because these have been done not by professional translators but by people who wanted to earn extra money.

He said the Sahitya Akademy had before it a gigantic task to build up the structure of the Indian literature. But it was handicapped by funds that were too meagre, may be about five crore a year, and accommodation. Even the library of the Sahitya Akademi was a cringed one. Whereas he wants to start an audio centre where the voices of the great writers and poets are taped for posterity, he will have to find space and funds first. He says that he does believe in wider translations of good works with national appeal, but these cannot be accomplished in the current budget of the Akademi. Though, he said, he feels that, like Japan, India should translate into all its recognised languages any work, national or international, which has mass appeal. Such a work is translated into Japanese within six months of the publication of the original work.

Dr Gokak said that seventh five-year plan of the Akademi was under draft and that he hoped that it would come up with a project like a comprehensive history of Indian literature.

Dr Gokak, in spite of his administrative responsibilities as a Vice-Chancellor and a man sought after to lecture and participate in seminars and conferences, has still been able to devote eight long years to produce the epic, Bharata Sindhu Rashmi, which is about the spirit of India. He has to his credit 45 books. But he has not yet bid farewell, even though he is 73. He gives you the feeling that he has just started on serious literature, and that which was earlier was only an experiment. No doubt his admirer would want to say 'God speed to Dr Gokak'.

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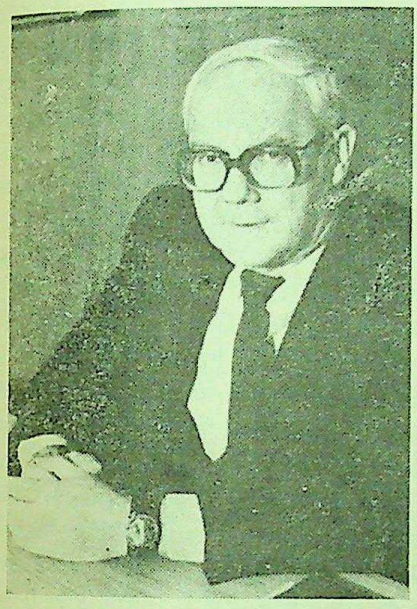
Copyright Protection in the USSR

A. Orlov*



A man of creative calling, be it a writer, composer, journalist or painter, while creating his work hopes not only for recognition and success with the public but is also concerned that the very essence and idea of his work should not be distorted when published, that it should not suffer any abridgement or, on the opposite, no additions are made without his consent. And, finally, an author is entitled to some material remuneration.

It is copyright legislation that is called upon to protect all these interests of people involved in creative activities.

The Soviet experience accumulated in this field is unique. It is connected with the existence and activities of the Copyright Agency of the USSR or VAAP, at ca, B. Bronuaya St., Moscow, where qualified assistance is given to him.

How copyright protection is carried out in practice in the USSR makes the subject of the talk our Moscow correspondent Tatiana Ovcharenko had with Alexei Orlov, Deputy Chairman of the Board of VAAP.

Corr. : What called for the creation of VAAP ? Even before it was set up in 1973 a number of author's organizations did exist in the USSR, which rendered their services to the Writers' Union of the USSR, the Artists' Union and the Composers' Union and which coped with their task of protecting the interests of authors rather successfully.

A. Orlov : In 1973 the Soviet Union joined the Universal (Geneva) Copyright Convention. This decision of political and cultural importance gave rise to a wide range of functions which simply did not exist earlier. First of all, we should mention the activities involved with the import and export of authors' rights. Now, to publish one or other foreign book, to produce a play or to perform a musical work, the Soviet side should ask and obtain the author's consent to it. And not only to ask, but negotiate and reach an agreement concerning the moral and material terms on which the desired right will be transferred, and then include them in a special contract. Naturally, the same should be done with regard to a Soviet work before it may be published or performed abroad.

VAAP, a new non-governmental organization, started to fulfil these functions in our country. The Agency was entrusted to protect the rights of all Soviet authors in the territory of the USSR and when their works are used abroad, as well as the rights of foreign authors when their works are used in the Soviet territory.

Corr. : Are there among your "charges" those who are not affiliated with any Union?

A. Orlov : We protect the rights of all authors irrespective of their membership in one Union or other. And our legal assistance and consultations are free of charge.

Corr. : In case his rights have been infringed, the Soviet author reaches for legal advice not a lawyer, as is done in the majority of other countries, but VAAP. What

* Deputy Chairman, VAAP Board, USSR

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is the advantage of such legal protection system for people involved in creative activities?

A. Orlov : Our author has the right both to reach a lawyer and VAAP. It is quite a different matter that a large majority of authors do reach VAAP. And the reason lies not in the fact that our assistance is given free of charge but because the assistance of a specialized copyright organization is always more qualified than that of an individual lawyer.

Over the ten-year period of VAAP existence Soviet authors have had an opportunity to get convinced that in it they have a reliable and qualified helper. We manage to settle almost all complicated situations—99 per cent of them—in favour of authors, and a large majority of them—92 per cent—is settled by negotiations with organizations—users of works without any reference to courts. By the way, if an action is brought by the Agency, the author bears no expenses, since he is exempt from legal expenses by law.

Corr. : The success of VAAP activities has been determined by many factors. The fact that copyright in the USSR is safely protected by law is apparently not of the least importance, is it?

A. Orlov : It's true that the system of legislative acts on copyright in force in our country is a guarantee of the effective legal work of the Agency.

The aspiration of the socialist society to encourage the author in his creative work and to protect his interests is included in most important instruments of the Soviet state. The new Constitution of the USSR includes copyright among the basic rights and freedoms of Soviet citizens which have been declared and protected by the state. Article 27 of the Constitution of the USSR provides, in particular, for the protection of intellectual values, their enhancement and use for the moral and aesthetic education of Soviet people, for the raising of their cultural level. And Article 47 of the Constitution guarantees Soviet citizens freedom of scientific and artistic work and material conditions necessary for the development of science, literature and art, and for the activities of creative Unions.

At present the main legislative act in the field of Soviet copyright is "Fundamentals of Civil Legislation of the USSR". Each of the fifteen constituent Republics of the USSR has its Civil Code which contain more detailed regulations on copyright matters.

Corr. : Copyright laws are adopted in many countries. In practice however it is sometimes rather difficult to protect the rights. In Great Britain, for instance, where the author enjoys certain rights by law, the terms of the contract concluded by the publisher with the author may be such that all rights flowing from the law are minimized. Is such situation possible in the USSR?

A. Orlov : No, it is not. There is a model contract that has been worked out in the USSR which contains a detailed regulation of all essential relations between the author and the publisher. This contract is of a compulsory character. Any deviation from the provisions in such document may be made only for the benefit of the author. By the way, our Agency participates in working out and improving such model contracts.

Corr. : Some copyright concepts abroad admit that the author's rights can be sold in full to some organization, for example, to a publishing house. It is evident that such situation is prejudicial to the author's rights not only in moral, but also in material respect. Is it possible to conclude a contract with the author in the USSR on the terms of his full refusal from his rights?

A. Orlov : No, it is not. The main principle of the Soviet Copyright Law lies in the fact that copyright always remains invested with the author and can never be transferred to the publisher, producer or any other user who has invested in the dissemination of the work. In accordance with this principle contracts concluded with authors can never provide for a full transfer of rights from the author to the user; only part of his rights can be transferred to him by the author and only for a certain period of a short duration. Thus, a publishing house entering into a contract with an author for the publication of his manuscript can publish and reprint this manuscript maximum within three years since the date of its approval. After the expiry of the said term the publishing house should conclude a new contract with the author if it intends to issue any further of copies of the book.

Corr. : Thus, some authors' rights are fixed by the law, but its effectiveness is determined by how the author will be able to exercise these rights in practice. In its turn this depends to a great extent on the system of controlling the usage of rights. It is only natural that the following question arises in this connection: How does the Agency manage to exercise an effective control over the vast territory of the Soviet Union?

A. Orlov : In addition to the main staff of personnel working in Moscow, the Agency has at its disposal a wide network of agents in all constituent Republics, regions and districts. Those are the people responsible for the administration

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of authors' rights within the territory entrusted to them. And like the central staff, they are obliged to protect the rights of both Soviet and foreign authors when their works are used in the territory of the USSR. Let us say, if a foreign author's novel has been published by a magazine or a publishing house in any Union Republic without entering into any agreement and, consequently without any payment of royalties, our agent will then immediately advise about such infringement to Moscow, and all measures for the restitution will be taken by the Agency.

Corr. : Your assistance is given gratis. What are then the means on which the Agency subsists?

A. Orlov : VAAP subsists on commissions deducted from the sums remitted through us. One of our functions is accounting, collection and payment of authors' remuneration. Commission charges are not high, but they depend on the expenses borne by us on the collection of fees in the said specific sphere. We deduct them only to cover our administrative expenses.

Corr. : You have started to talk about authors' remuneration... It goes without saying that authors themselves are not in a position to find out in what concert programmes or theatrical performances their works are used. That is the reason why practically in all developed countries authors unite in societies which exercise control over the exploitation of rights in this field. It seems that there is much in common in this respect between VAAP and such societies, isn't there?

A. Orlov : There are common aspects of work, but the difference is in that the sphere of the VAAP activities is considerably wider than the sphere of public performance of works which you are speaking about. VAAP carries out the protection of authors' rights with respect to all authors and all works. For example, the writer abroad must on his own see that his rights are not infringed, and in our country it is done by VAAP.

Secondly, different from Western societies which credit public performance fees only to their members, our Agency collects and pays money to all authors, irrespective, as I have already told, of their affiliation with one or other creative Union. Moreover, in case the author does not reach VAAP himself for his fee because he may not know that his work was performed somewhere, VAAP will take measures to find him and deliver his fee. We consider it a system rather convenient for authors and excluding a possibility of losses.

Corr. : You have already mentioned that one of VAAP functions is to act as an intermediary in the conclusion of agreements for the export and import of rights. Isn't this activity of the Agency a bureaucratic barrier which hampers book exchange between the USSR and foreign countries?

A. Orlov : In principle there does not exist a single country where the legislation would permit the publication of a copyrighted work without a contract. In the USSR the Agency's participation in the conclusion of a contract is due to the fact that there is a monopoly of the foreign trade in our country. The Agency was charged by the state to negotiate all transactions connected with the export and import of rights. Therefore the transaction is considered invalid if it is made without VAAP knowledge.

Corr : Is it a hindrance for book exchange with other countries?

A. Orlov : Not in the least. Quite the opposite, the Agency's participation simplifies this procedure. For instance, it is not necessary for a foreign publisher to locate the address of a Soviet writer whose book he intends to issue. It will be sufficient for him to reach VAAP. And our specialists will contact the author and prepare all necessary materials for signing the agreement.

VAAP takes part not only in the conclusion of contracts, but it also exercises control over their implementation. For example, if a Soviet or foreign publishing house delays for some reason the issue of a book or the payment of royalties, the Agency will duly remind the debtor of his liabilities fixed in the contract.

It would be incorrect however to consider VAAP as a purely legal and financial office where the observance of necessary formalities is checked and stamped. Our work is considerably wider. In particular, we are in charge of a wide dissemination abroad of the information on new titles of Soviet writers, scientists, dramatists. For this purpose the information and advertising centre VAAP-INFORM was established at the Agency where various information editions are issued and sent abroad.

Corr. : Over the years of its existence VAAP has made contacts with more than 1,000 companies and organizations in 70 countries. What could you say about the specific relations of VAAP with them?

A. Orlov : Naturally we take into account that publishing houses in the developing countries do not dispose of the same financial possibilities as Western companies do. On the other hand, we also take into account that it is in the countries that have embarked upon independent economic and cultural construction that a sharp necessity in books bringing knowledge to people is felt. Therefore, while transferring the rights in works of Soviet authors, we are ready to

(*Contd. on page 114*)

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Fated Fatali

Chinghiz Guseinov
Moscow, Sovetsky Pisatel Publishers, Moscow, 464pp

Chinghiz Guseinov is a well-known Azerbaidjani writer who writes in both his native language and in Russian. He is the author of several books, such as **Eastern Motifs, My Sister** *and* **He Did Not Give His Name.** *His novel* **Mahomet, Mamed, Mamish** *brought him widespread fame and has appeared in the USA, France, Bulgaria, the GDR, Czechoslovakia, Poland, and in the languages of the USSR.*

In his new book Chinghiz Guseinov looks at the work of his famous compatriot Mirza Fatali Akhundov, a nineteenth-century thinker, writer, teacher and revolutionary democrat. His book is written in the best traditions of the historical biography, where a chronicle of events is combined with the psychological traits of the characters.

His novel *Fated Fatali* is a historical narrative working on several planes concerning the nations of the East and particularly the Azerbaidjani people. The novel is set in Transcaucasia and in the Caucasus, Russia and Western Europe, Persia and Turkey. Episodes from the history of the Caucasus provide its structure, so that we see the endless internecine wars, the united struggle of the Caucasian peoples with the Persian invaders, and the origin of friendly relations with the Russian people. In unfolding before us a picture of the political situation of the time, Guseinov gives us an idea of the atmosphere Mirza Fatali Akhundov lived and worked in.

Akhundov's biography is set against the historical background of the nineteenth century. Parted from his mother in tragic circumstances, he spent his childhood wandering from one relative to another and adapting himself to different customs and persons. Despite his lack of a settled basis in life, he managed to get an excellent education in an ecclesiastical school.

He "...mastered the Koran, literature on religious beliefs and their history, Arabic alphabet, read works on all the different forms of belief existing in the world, learnt how to read and understand poetry, grasped civil and moral law, learnt how to express his thoughts both concisely and diffusely, even touched on how to treat illness through prayer..., dabbled in astrology by looking into the future, and read works on how to interpret dreams."

The rest of his life, which was full of tragic conflicts and fruitless hopes, Akhundov lived in Tiflis, the former capital of the Caucasus. He worked here in the service of the Governor-General of the Caucasus*, enlisting as an ensign and eventually reaching the rank of colonel.

Tsarist Russia was well named "the prison of nations". The lot of the national minorities in those days was bound up in squalor and limited rights, hunger and disease. The sufferings of his people left their mark on the young Akhundov. The author shows his spiritual evolution and his ultimate awareness that struggle with tyranny and servitude is inevitable.

Fatali wanted to write about his own time and the Tsar's despotic power, but he was prevented from realising this by the harsh censorship of the time. So Fatali turned to history, to the time of Shah Abbas' despotic rule. Fatali used this to describe the ills of his own time, but the population was mostly illiterate and so was unable to appreciate the import of his story.

Fatali, however, did not falter in his urge to shake the world of despotism. He wrote his famous philosophical letters "The Letters of Kemaluddovle" ("Three Letters by the Indian Prince Kemaluddovle to the Persian Prince Dzhemaluddovle and the Latter's Replies"), which were not destined to see the light of day in his lifetime.

* Title of the official functionary who ruled the Caucasus in the name of the Russian Tsar.

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Every phrase is directed against slavery, tyranny, fanaticism, and dogma.

Akhundov did not confine his writing only to affairs in the lives of the peoples of the Caucasus, but was responsive to all the major historical events of his time. Thus in 1837, the year of Pushkin's death, he wrote the long poem "On the Death of Pushkin", translated into Russian by the famous revolutionary poet Bestuzhev-Marlinsky. In quoting from this poem Guseinov offers us a peep, as it were, into the exotic world of the poetry of the East, the beginnings of which rest in the verses of Khayam, Nizami, and Firduosi.

"Have you, a stranger to the world, not heard of Pushkin, the head of the synods of poets? Pushkin, for whose verse paper yearned to sacrifice its whiteness! He has been cut down by the arrow of death. His life's root has been wrenched out. A black cloud of hail has beat down the fruit of his life. The menacing wind of doom has extinguished the lantern of his soul..."

A great enlightener of his time, Fatali wrote comedy sketches, comedy plays and tragi-comedies, being firmly convinced that words spoken to the people from the stage are capable of awakening the consciousness of the masses.

Chinghiz Guseinov ends his novel with the following words. "Mirza Fatali Akhundov belongs to those revolutionaries whose battleground was not the barricades but the word. That was his weapon and his banner. He raised his voice against the stronghold of tyranny and it dogmatic beliefs and blinding, stupefying fanaticism. He stood for the union and the unity of oppressed peoples against colonial servitude and for a life of happiness. Mirza Fatali's works prepared the peoples of the East for the coming of democratic and socialist ideas, and helped them be aware of their role in history."

(Contd. from page 111)

make certain commercial concessions. Certainly, with the consent of authors themselves.

Among other privileges which are granted by us to the developing countries on specific contracts are editing and translation from Russian into a foreign language free of charge. Companies in these countries receive free copies of magazines issued by VAAP-INFORM—"Soviet Theatre", "Books and Art in the USSR", "Music in the USSR." Free subscription to the magazine "Soviet Literature" is also arranged for them by VAAP, in which new titles of Soviet authors are published in foreign languages.

Corr. : The effective copyright system is still absent in many young states and there is a lack of qualified personnel in this field. Does VAAP render any assistance in this aspect?

A. Orlov: To help young states in training their national specialists in the field of copyright constitutes one of the tasks of our Agency. VAAP participates in corresponding programmes of the World Intellectual Property Organizations (WIPO) and UNESCO. In particular, training courses for representatives of the developing countries are held at VAAP under the UNESCO programme. Specialists of the Agency also deliver lectures when similar events are conducted in other socialist countries.

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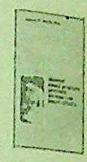

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Indian Books In A World Market*

Abul Hasan**

Indian publishing has come a long way over the last three decades. Today, India is among the 10 largest book producing countries in the world and ranks third after the U.S.A. and the U.K. in the production of English titles. During the year 1981-82, the National Library received 16,798 titles under the Delivery of Books Act. The number of titles produced, however, is much higher since many titles do not reach the repository library.

Publishing for schools

In 1947, when the country attained political freedom, literacy was as low as 15 per cent, education was confined mainly to liberal arts and the book needs were met largely from foreign sources. At the school level, the process of what is known as nationalisation of textbooks got accelerated and the State governments charged with the responsibility of compulsory primary education and adult literacy had to involve themselves directly with the publication of educational books with a view to combining high quality with low prices, so that essential reading material of the requisite quality was within the reach of the average pupil. With adequate financial and academic resources at its disposal, the public sector has been making heavy investment in pedagogical research, experimentation and trial editions, and curricular reform and development to improve the quality of educational materials and provides subsidy to reduce prices of school textbooks. The process is almost complete and nearly all textbooks for classes I to VIII have been nationalised. As for secondary and senior secondary levels, the production of a majority of textbooks is in the hands of the State governments and Union Territory Administrations. The National Council of Educational Research and Training at the Centre produces school textbooks, teacher manuals and workbooks as models to be adopted, adapted or translated by the States and undertakes continuous evaluation of school textbooks in the country.

General publishing

Within three decades after independence, the literacy rate was more than doubled and public expenditure on education increased forty times. The number of educational institutions rose from 165,000 to 700,000 and the student population swelled from 15 million to 100 million during the corresponding years. Educational explosion on the one hand and cultural renaissance on the other generated thirst for knowledge and information and created an enormous demand for books. With the establishment of technical and scientific institutions of higher level in all parts of the country, there was also unprecedented demand for university level books in science and technology. A large number of publishing houses appeared all over in the fifties and the sixties to meet the growing book needs of the country. According to a rough estimate, there are about 12,000 publishers in India including 1,300 author publishers, besides 1,000 government and semi-government organisations and other institutions publishing books. As for the languages in which books are produced, the largest number of titles (42 per cent) are in English, followed by Hindi (15 per cent), Tamil (8 per cent), Marathi (7 per cent and Bengali (6 per cent). The following table indicates book production figures (language-wise) for the years 1981-82:

Language of publications	*Number of titles*
Assamese	193
Bengali	1025
English	6983
Gujarati	677
Hindi	2556
Kannada	502
Malayalam	913
Marathi	1138
Oriya	248
Punjabi	325
Sanskrit	104
Tamil	1315
Telugu	392
Urdu	388
Other languages	39
Total:	16798

For historical and economic reasons English is still at a premium compared to the Indian languages.

* The article contains the personal views of the author and does not necessarily reflect the views and policies of Government of India.

** Deputy Educational Adviser, Ministry of Education and Culture, New Delhi.

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It is the language of the elite with a strong educational background who can also afford to buy books and is therefore a safe market for publishers. Books in English mostly cover science and technology disciplines and social sciences while Indian languages have active written expression mostly in literature, religion and cultural commentary.

Imports and exports

In keeping with the spirit of free flow of information and knowledge, India has always had a liberal book import policy. There has never been any censorship or custom duty on the import of books. With effect from 1977-78 the import of educational, scientific and technical books was brought on the Open General Licence, while other categories of publications such as fiction and children's books were subjected to licensing, which again was not too rigid. In order to encourage reprinting/translation rather than imports, the import policy for 1983-84 does not allow, without the specific permission of the Education Ministry, the import of more than 1,000 copies of a single title by a single importer during the financial year. However the balance of payments in the international trade of books has been shrinking during the last ten years.

In the matter of exports, Indian books reach out to 80 countries, and the value of export of publications has increased from Rs 16.35 million in 1973-74 to Rs 150.00 million in 1982-83. Our exports have been increasing constantly and the target for 1983-84, i.e., Rs 200.00 million is likely to be achieved. The largest buyers of our books are the United Kingdom, the United States of America, Singapore, Malaysia, and neighbouring Bangladesh and Nepal. While the developed countries buy our books mostly on Indology, arts and culture, yoga and on current topics of general interest, the developing ones generally import our books on scientific and technical subjects. The phenomenal increase in our exports has been due largely to the export promotion efforts and incentives provided by the government. Today, India participates through the National Book Trust in almost all international book fairs. The Trust itself hosts world book fairs on a biennial basis, the latest being the Sixth World Book Fair slated from 4 to 14 February 1984. A number of market surveys have been undertaken and publications brought out to boost our book exports.

Book promotion

The need for concerted action on book development as a national movement was highlighted by Unesco in 1964, when its General Conference having noted the importance of book publishing as a means of fostering mutual understanding and economic and social development called for a co-ordinated programme of book development in the developing regions. The idea gained ground during the 1966 Unesco meeting of Asian Book Experts in Tokyo when the need for the formulation of a book development programme as an integral part of overall national planning was emphasised.

Taking this as a point of departure, the government set up the machinery for a coherent and systematic approach to book development in the country. A separate Book Promotion and Copyright Division was thus created in the Ministry of Education in 1966 to promote different kinds of indigenous books and organise book promotion at the national level. The National Book Trust, set up a decade earlier as an autonomous organisation to publish popular inexpensive reading material and promote bibliophily, was also administered by this Division. The Division has since expanded considerably and now comprises, besides Copyright Office and International Copyright Cell, an Import Unit, an Export Promotion Unit, a reference library of university level books published in India and a couple of sections. The Book Promotion Division works in close collaboration with the Indian book industry and is in constant touch with the professional associations of authors, publishers and booksellers.

Perhaps the most important step to spearhead book promotion activities in the country was the setting up of a National Book Development Board in 1967 as a high level central advisory agency to act as a national forum for continued consultations between the government and the private sector for mutual cooperation and sharing of responsibility in the book field. The Board identified the vital areas of book development in the country and brought together various interests in a complex industry for the promotion of a national cause.

The Board has since been revived with expanded functions and is now entitled "National Book Development Council."

The Indian book industry has a great potential and has already acquired a respectable status inside and outside the country. Apart from meeting the increasing local need for books, the Indian book industry today covers all the English-speaking countries of the world. Indian publishers and exporters of books are endeavouring to publicise the availability of different varieties of Indian books to foreign buyers and are in a position to execute overseas orders speedily and effectively. Being the largest book producer in the Third World, India has a great potential for collaboration with the developing countries in the book field.

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Problems of Procurement of Author-Published Books

K.B. Satyanarayana*

A frequent problem that the Indian exporter of books or the librarian abroad encounters is that of procuring the author-published books from India. If these authors publish their books under their own imprint with complete postal address, there is no problem at all as one can indent directly from the authors. When these authors publish their books under some fictitious imprint without a clear postal address, it becomes difficult to reach them since in most cases, the authors just mention the fictitious imprint and name of the town, for example, Bharathi Publications, Hyderabad, or Sunanda Publications, Madras, or Language Research Bureau, Trivandrum, or Literature Centre, Ahmedabad.

There are no commercial publishing houses or institutional publishing houses like the above. All such publishing houses are the fictitious names created by the authors to meet their immediate needs when they want to publish their books. Indents or communications sent to the above addresses are returned to the senders with the remarks 'Insufficient Address' or 'Addressee Not Known.'

Why the authors publish themselves at all, is of little interest to us. We are only concerned why they publish under fictitious imprints and incomplete address. One is given to understand that some of these author-publishers want to give an impression that their books are not published by themselves but by a commercial publisher or an institution and thus get credit for themselves and for their works. While this may be true, there appears to be other reasons also for this kind of imprint publishing. Often authors adopt these methods to avoid tax problems and in some cases to avoid problems arising from their being in government service.

So long as they do not create hindrance to the Indian exporters or to the librarians abroad (the problem is the same for the librarians and booksellers in India also) we need not bother about the manner in which they style themselves. When there are thousands of author-publishers in the country, to make personal and local trials to procure these author-published books becomes not only time-consuming but uneconomical too. No librarian or bookseller can afford to do it. The result is, the bookseller is blamed for not filling the orders and the librarian is blamed for not being able to procure the titles required by their clientele.

It is said, that on an average three to four indents are received from Delhi Book Exporters at Hyderabad for such author-published books in Andhra Pradesh alone and 95 per cent of these remain unsupplied for the simple reason that the little-known sources cannot be located easily in each case. Recently, an exporter of books from Delhi came to Hyderabad with a list of about 350 unfilled titles accumulated with them over a period of years and tried to procure at least a portion of these. After four days of stay he had to leave for Madras in disgust with a similar list of titles pending unfilled from Tamilnadu author-publishers. We can easily imagine the fate of his trials at Madras also.

If statistics about these unfilled items from all the exporters and librarians abroad and the booksellers and librarians in India are compiled, it is felt that their number will be more than the number of titles supplied. In such circumstances, while librarians are prepared even to pay substantial service charges for such books, some booksellers are ready to spend more than the expected profit they intend making on such titles provided someone can procure these for them on their behalf. But in the absence of an up-to-date comprehensive directory of publishers, commercial, author, institutional and public sector publishers, it is impossible to come by such titles.

The U.S. Library of Congress Office has been able to procure the

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maximum number of author-published books and the books published by authors under fictitious imprints. This became possible as a result of their procurement arrangement made on the basis of region, i.e., they have a dealer appointed for each region or language whose responsibility is to procure the books in that language or from that region. This is apart from the arrangements made on subject-basis. Because of this arrangement, the dealers maintain regular contact with all the publishers and authors and with departments and institutions and titles are easily procured due to the personal efforts of the dealer with all sources while the fictitious imprints are deciphered by the dealer when he first receives the title from the source and keeps a record for future procurement.

What is needed today is a comprehensive up-to-date directory of Indian publishers where not only commercial and institutional publishers, government and semi-government publishers, but author-publishers and fictitious imprints duly deciphered with full postal addresses, are suitably classified. The Directory of Indian Publishers (FPBA 1973), the only major directory of its kind so far, listed about 596 publishers in all from Andhra Pradesh—474 commercial and 122 author-publishers including the regional language publishers. But in Andhra Pradesh alone, 1900 publishers (600 commercial, 1300 author-publishers) are already identified by us with full postal addresses. This might be true of other States also. A conservative estimate is that there will be about 30,000 publishers of all types in India today which include, commercial, institutional, governmental, semi-government, and author-publishers including fictitious imprint publishers.

To prepare and publish such a massive directory is not an easy task, but it can be undertaken only by an agency like the National Book Trust as it involves a lot of finance and is time-consuming work. The NBT or any other national agency that brings out such a directory will be doing a great service to the Indian book trade and will be helping the Indian exports to foreign countries. Besides, it will help the native trade and institutions. Any such project undertaken should first enlist the cooperation of all the dealers of U.S. Library of Congress Office and the job must first initiated state-wise and then clubbed together into a comprehensive one. It will not be difficult to identify the major and popular publishers, but it will not be easy to identify the author-publishers, fictitious imprint publishers, stray commercial publishers unknown institutional publishers located in widely separated places of the country. The magnitude of the problem must be fully understood by the agency that undertakes to compile such a comprehensive directory and then only can they succeed.

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Development of Books for Professional Subjects

B. Ghosh*

A professional subject in the realm of social sciences comes into being out of individualistic attitude and bias to a particular field which is need-oriented and people-embracing. As complexity goes on, it is further supplemented by increasingly specialised division of labour, the exploration of knowledge and the rising demand for expertise in the management of a technical and bureaucratic society. In comparison to other subjects, here practice precedes the theory, rather the problems in practical fields determine the theory to be formulated and adopted.

A profession is perceived as dynamic social process and system, internally heterogenous and continually evolving within changing social contexts. The subject concerning the profession therefore becomes multidisciplinary and fact-oriented in nature. Like a finished commodity in the market when a professional subject finds its formal place in the society as a finished concept, it is introduced for academic study, teaching and training. A curriculum is designed commensurate with varied profiles of the subject-concept and the wheel is in motion.

During the last three decades a good many professional subjects have further been intensified and new subjects introduced in our universities and institutions for academic pursuit and improved services to the people. One essential material for such academic development is knowledge-embodiments like books and allied materials.

A close observation of the curriculum of different professional courses will reveal that a miscellany of subjects are integrated for a particular curriculum. The subjects are chosen from humanities to pure and bio-sciences, along with topics from social sciences and technologies. For students of professional courses this is a confounding position. The range of their basic study is limited to either humanities or engineering. etc. Since most of the professional training is imparted at the postgraduate level, the students are to start afresh in a subject not from the rudiments, but from a higher level leading to interdisciplinary studies in many cases.

But the question is: are sufficient books available according to requirements and oriented to a particular profession? Say, a student of social work is to study sociology, statistics, economics, health and hygiene, laws, etc. Books on each of these subjects are available in thousands, but are there a score of books on any of the said subjects with orientation to social work. Similarly, we can mention the subjects of education, journalism, management, etc. This results in a gap between the core subject and the concept of professional subject concerned which is filled in by assumption, interpretation and imagination of individual teachers. To enrich and illumine the teaching sometimes concocted cases and stray examples are added. The standard of instruction in our various instructions thus depending on the individualistic approach of teachers is bound to be arbitrary and ununiform.

The situation has further worsened by the fact that professions as well as professional courses in India have yet not been Indianised. The choice of profession in our country is determined not by aptitude and mental-physical make-up of a person, but by prospect of employment. And the practitioners in the profession do what they do not believe in. For the non-conventional or neo-professional in our country there is also serious lack of social recognition. Pending all these our teaching is dependable on foreign books with sophisticated treatment and practical cases of different origin. The students thus accumulate a good amount of ideas, notions, vocabularies and terminologies which rather indirectly or sub-consciously help them in the profession. A recent review through the literature on professional performance in our country will indicate that occupational success is very low in comparison to the

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academic success achieved in student life.

While conceiving of the remedial measures may appear to be difficult as the matter is correlated with many things, one positive step may at last be taken towards development of right books. Right books in this case can only be produced by the professionals. I mean the type of persons who are dedicated or highly oriented to the profession but academic in mind and treatment. They must also be academically conversant with two or three subjects including the professional subject concerned. There is no dearth of such persons in our country, but unfortunately our publishers have not yet been able to induce them in this field.

Professions develop through empirical processes and direct observation is an essential ingredient to that. A constant 'feed back' to the development of theories should therefore be maintanied. To conceive of an artist's pallete, the mixing of two or three colours make a new shade; and the artist follows on the mixing process until he finds his desired shade. Similarly, the mixing of two or three subjects will make a new subject profile, which should be the theme or basic tone of a book for a writer on professional subject.

Since practical application in an appropriate manner is the aim of a professional subject, an eye to the reorientation of the subject and the concepts within the subject may need to be kept by the writer of a book. This may remove stagnancy in a subject, but it also may create tension, stress and apathy amongst the professionals. Thus a temporary commotion may develop regarding the subject-concept or of any of its attributes. The subject may then be re-examined, parts of it may be rejected and a healthy synthesis towards progression may be accomplished.

Books should be developed in such a fashion that the new learners or trainees are provoked in their thinking process. It may be assumed that the freshers in a subject are more inquisitive, interrogative and conclusive than the seasoned professionals. The contents of the book should have a bearing undertone to this aspect. A scope for synthesis and further reorientation may thus remain flexible.

At the initial stage the professional people may not like venturing for a job of writing books due to their gap or lack of contact with theoretical developments in the subject-fields. But till they are set in motion, there is little hope for the posterity.

□

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National Catalogue of University Level Books

M.S. Sharma*

The educational standards of a country can be judged, among other factors, by how flourishing and self-supporting its indigenous book industry is. Books published by a country inter-alia reflect the image of the society. Till 1972 no authentic record of the books at university level was available. As a prelude to the National Book Information Centre, which is presently functioning as Raja Rammohun Roy National Educational Resources Centre (to be called hereafter only the Centre), the first ever record of university level books was brought out by the government of India, Ministry of Education and Social Welfare, in 1972. Yet another necessity for the catalogue was that the government was spending substantial amount on writing of books in regional languages and the efforts of Indian publishers, in their private capacity, were not well coordinated. In the absence of an authentic tool like the National Catalogue, there were chances of duplication.

The National Book Development Board, which was an advisory body to the government of India, Ministry of Education and Social Welfare in 1967, (again has been revived) recommended to establish a National Book Information Centre for helping the indigenous book industry to flourish so that it could become self-dependent and the drain on foreign exchange be reduced by reducing the imports. This National Book Information Centre is serving as a nucleus for an information-cum-research Centre for the publishing industry and also serving as a permanent exhibition of university level books under one roof at the premises of the Centre.

The first volume of the National Catalogue of university level books was compiled with the technical assistance of the Federation of Publishers and Booksellers' Association of India and was published by the National Book Trust with the financial assistance of the Ministry of Education and Social Welfare. The first volume of the catalogue covered the books published during 1965-70. (It was also desired that the catalogue be kept up-to-date by bringing out quarterly supplements). With the establishment of the Centre as recommended by National Book Development Board, the Ministry of Education and Social Welfare transferred the project of compiling and subsequently publication of the catalogue from the Federation to the Centre, an institution of its own kind in the country.

Since 1972, the Centre is keeping the National Catalogue of University Level Books up-to-date by bringing out quarterly supplements. So far the Centre has brought out more than 36 such supplements. The catalogue which is the first ever record of university level textbooks in all the regional languages including English is a useful reference tool in the hands of the government and all concerned quarters. All publishers and authors have been sending two copies of the latest Textbooks of University Level Books to the Centre free of cost. These publications are first included in the quarterly supplement circulated to all the publishers, Indian Universities, University Grants Commission and all other concerned to provide wide publicity and make known to teachers and taught alike that books on such and such discipline exist in the country. The books are sent on the tacit understanding by the publishers that one copy of the publication will form part of the reference collection of the Centre serving as a permanent exhibition of university level books. The idea of establishing the research Centre and collection of all the textbooks under one roof was that the university professors should see for themselves and decide whether new books should be written or one already published could be put to use. The second copy of the textbook is for exhibition by the Centre in the exhibitions of the university level books to be organized from time to time at various university centres and hence doing publicity of these books on behalf of the publishers. Since the regional languages were made the medium of instruction at the university level, it became all the more essential to keep this National Catalogue of the university level books up-to-date so that information of books in all disciplines and in all regional languages including English can

* Librarian, Raja Rammohan Roy National Educational Resources Centre, New Delhi.

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be had from the single reference tool. The Centre had been asking for an uninterrupted supply of university level books to the Centre so that a comprehensive look can be taken to assess the progress of the national book industry. The National Book Industry has made a rapid progress during the last few decades and ranks third in the production of English books after USA and UK. This progress can also be judged from the export of books in the disciplines of oriental subjects like Philosophy, Religion, Art, Culture, Yoga not only to the Afro-Asian countries but to the Western countries as well.

The Centre has compiled the second volume of the National Catalogue and will soon be available for distribution to the contributing publishers, Indian universities, all the leading libraries of the country, University Grants Commission and all important educational institutions in the country. The National Book Trust is publishing the second volume of the catalogue with the financial assistance of the Ministry of Educaion and Culture. The catalogue contains information of all such university level textbooks published during 1971-80 and sent gratis to the Centre. The number of such books is 3,000 in all regional languages including English and in all disciplines.

The number of university level textbooks published during the period 1971-80 is positively greater than the number appearing in the second volume of the National Catalogue compiled by the Centre and a lacuna for the same will be felt. To fill up this lacuna in the future it is hoped that all the Indian publishers, authors, academicians, University Textbooks Boards will keep the supply of latest university level books uninterrupted to the Centre so that future editions of the catalogue may be comprehensive and complete. Only then can it serve as an authentic record of the production of university level books of the country.

It may be added that all publications included in the second volume of the National Catalogue are available in the Centre for reference and research which was not the case with the first volume of the catalogue.

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	S. No.	Category	Name of the Firm	Book/Material Selected for Award
AWARDS FOR EXCELLENCE IN BOOK PRODUCTION AWARD WINNERS: FIRST PRIZE	1.	General Books (English)	Interprint	Gandhi
	2.	-do- (Regional Language)	Nav Yug Publishers	Giani Zail Singh—Jiwani
	3.	Art Books (English)	Vikas Publishing House (P) Ltd.	With Tigers in the Wild
	4.	Text Books (English)	Frank Brothers & Co. (P) Ltd.	Frank School Atlas
	5.	Children's Books (English)	Anand Prakashan	Fantasia
	6.	-do- (Hindi)	Children's Book Trust	Amar Kathaen
	7.	-do- (Regional Language)	Anand Prakashan	Bal Mahabharat (Part I)
	8.	Paperbacks (English)	India Book House (P) Ltd.	Practical Yoga
	9.	Scientific and Technical Books (English)	Interprint	Everyday Pediatrics
	10.	Reprints (English)	Caxton Publications	The Paintings in the Buddhist Cave Temples of Ajanta
	11.	Jackets (English)	Vision Books	How to go to America
	12.	-do- (Hindi)	Rajpal and Sons	Iqbal
	13.	Publicity Material (English)	Competition Review (P) Ltd.	Competition Success Review Poster
SECOND PRIZE	1.	General Books (English)	Interprint	Gita
	2.	-do- (Hindi)	B.R. Publishing Corporation	Samaj Vigyan Kosh
	3.	-do- (Regional Language)	R.R. Sheth & Co.	Sampatinu Sarjan
	4.	Art Books (English)	Abhinav Publications	Indian Ballet Dancing
	5.	Text Books (English)	S. Chand & Co. Ltd.	Children's Picture Dictionary
	6.	-do- (Hindi)	Sultan Chand & Sons (P) Ltd.	Anupam Ka Kha Chitrawali
	7.	Children's Books (English)	Children's Book Trust	The Ramayana for Children
	8.	-do- (Hindi)	ENKA Prakashan Kendra	Raja ki Nagri
	9.	-do- (Regional Language)	-do-	Shishu Ramayana
	10.	Paperbacks (English)	Sterling Publishers (P) Ltd.	Intelligence Tests
	11.	Scientific and Technical Books (English)	Tata McGraw-Hill Publishing Co. Ltd.	Scattered Light Photoelasticity
	12.	Reprints (English)	Sterling Publishers (P) Ltd.	Speaking of Heart Attacks
	13.	Jackets (English)	Frank Brothers & Co. (P) Ltd.	Learning Chemistry
	14.	-do- (Hindi)	Rajpal and Sons	Haradatta Ka Zindginama
	15.	Publicity Material (English)	Vakils, Feffer and Simons Ltd.	Exciting New Recipes

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1.	General Books (English)	Vision Books	The Islamic Bomb
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8.	Text Books (English)	Tata McGraw-Hill Publishing Co. Ltd.	India's Economic Problems
9.	Text Books (Hindi)	Tata McGraw-Hill Publishing Co. Ltd.	Karamashala
10.	Text Books (Hindi)	Ambar Prakashan	Parikalan
11.	Text Books (Regional Language)	Ananda Prakashan	Ambar Bal Bharati
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13.	Children's Books (English)	Children's Book Trust	The King of Fruits
14.	Children's Books (Hindi)	Suman Prakashan (P) Ltd.	Ham Jab Honge Bade
15.	Children Books (Hindi)	ENKA Prakashan Kendra	Nala Damyanti
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18.	Paperbacks (Hindi)	Super Pocket Books	Andha Dictator
19.	Paperbacks (Hindi)	Anand Paperbacks	Saphalta Ka Rahasya
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28.	Publicity Material (English)	D.K. Publishers Distributors	Customs of the World
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NEWS & EVENTS

CONGRESS OF THE INTERNATIONAL PUBLISHERS ASSOCIATION PROGRAMME

Saturday
March 10th
10.00 am-6.00 pm
Registration
8.30 pm
Dinner for the members of the International Committee of the IPA

Sunday
March 11th
10.00 am-4.00 pm
Registration
10.30 am
IPA Executive Committee Meeting
11.30 am
IPA International Committee Meeting
5.00 pm-6.00 pm
Inauguration of the Congress at the National Palace of Fine Arts by Mr Miguel de la Madrid, Constitutional President of Mexico.
6.30 pm-7.45 pm
Folkloric Ballet of Mexico at the National Palace of Fine Arts
8.00 pm
Welcome reception at Chapultepec Castle

NEW TECHNOLOGY

Monday
March 12th
10.00 am-1.30 pm
Keynote address: Akio Morita (Japan)

Session A	Session B
Chairman: Jost Kist (Netherlands), Member of the Managing Board, Wolters-Samson Group	Chairman: Peter Allsop (UK)
Co-chairman: Asoke K. Ghosh (India), Chairman, Managing Director, Prentice-Hall of India	Co-chairman: Toshiyuki Hattori (Japan).
(1) INPUT, PRODUCTION AND FORMAT Robyn Shotwell (USA)	(1) ELECTRONIC PUBLISHING AND REFERENCE MATERIAL Gilles de Luze (France)
(2) ONLINE DISTRIBUTION Martha Williams (USA)	(2) TELE-ORDERING Hans-Jürgen Ehlers (F.R. Germany)
(3) DOCUMENT DELIVERY Robert Campbell (UK)	(3) A CASE STUDY IN DATA BASE BUILDING Dolf M.W. Resius (Netherlands)

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(4) CONTROL AND OWNERSHIP OF ELECTRONIC SYSTEMS
Clive Bradly (UK)

Conclusions by rapporteur Gorden Graham (UK)

1.30 pm-3.30 pm
Lunch

(4) NEW INFORMATION TECHNOLOGIES: AN EDUCATIONAL CHALLENGE
Raúl Rispa (Spain)

Conclusions by rapporteur Jean-Manuel Bourgois (France)

1.30 pm
Lunch for the secretaries and directors of associations

3.30 pm-6.00 pm
Plenary Session
Co-chairman: Joost Kist (Netherlands) and Peter Allsop (UK)

(1) BIBLIOGRAPHICAL INFORMATION AND NATIONAL BIBLIOGRAPHIES
Mario Casalini (Italy)

(2) THE FUTURE OF PAPER
Jaakko Pöyry (Finland)

(3) CHANGING ROLE OF (ACADEMIC) LIBRARIES
Hendrik Edelman (USA)

(4) ECONOMICS OF ELECTRONIC INFORMATION
Jérôme S. Rubin (USA)

Coffee-break

Closing address: H.R. Brinberg (USA)

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Tuesday
March 13th
10.00 am-1.30 pm
Chairman: Bradford Wiley (USA)
Co-chairman: Ulrich Porak (F.R. Germany)
Keynote address: Honorable David Ladd (USA)
LIBRARY PHOTOCOPYING: THE REGISTER'S REPORT AND BEYOND

(1) ELECTRONIC PUBLISHING COPYRIGHT PROBLEMS
Allan Wittman (USA)

(2) AUTHORS AND PUBLISHERS: CONFLICT AND CO-OPERATION
Rayner Unwin (UK)

(3) AUTHORS' AGREEMENTS BETWEEN FREE NEGOTIATION AND TRADE UNIONISM OF WRITERS: THE GERMAN EXPERIENCE WITH SKELETON STANDARD AGREEMENTS
Wulf-Dietrich von Lucius (F.R. Germany)

(4) PIRACY

Nicholas Thompson (UK), Chairman
Mimma Guastoni (Italy)
Alvaro Garzõn (Colombia)

1.30 pm 3.30 pm
Lunch
3.00 pm 6.00 pm

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Session A

(1) REPROGRAPHY AND COLLECTING SOCIETIES
Alexander Hoffman (USA)

THE PUBLISHER'S POSITION IN COLLECTING SOCIETIES
Johann Juranek (Austria)
Regina Zingoni (Brazil)
Emilio Perrot (Argentina)

(2) SUBSIDIARY RIGHTS
Pierre Basch (France)

(3) PICTORIAL RIGHTS
Alain Gründ (France)

(4) DURATION OF PROTECTION AND PAYING PUBLIC DOMAIN
Fernando Guedes (Portugal)
A. Schmidt/H. Weil (France)
Sergio Polillo (Italy)
Machado (Brazill)
Closing Remarks

8.00 pm
Mexican Fiesta at Tepotzotlán Convent

EXCURSION DAY

RELATIONS BETWEEN PUBLISHERS IN DEVELOPED COUNTRIES AND PUBLISHERS IN DEVELOPING COUNTRIES—LATIN AMERICAN DAY

Wednesday
March 14th

Thursday
March 15th
10.00 am-1.30 pm
Chairman: Propicio Machado Alvas (Brazil)
LATIN AMERICA
Keynote address: Carlos Lleras Restrepo (Colombia)

Session A
Chairman: José Potro Vásquez (Colombia)

(1) CERLAL ACTIVITIES FOR THE BOOK AND PUBLISHING
Jaime Jaramillo

(2) TRANSFER OF PUBLISHING KNOW-HOW TO LATIN AMERICA
Ricardo Pascual Robles (Argentia)
Jaime Brull (Spain)

Section B
STATE PUBLISHING

Chairman Narendra Kumar (India Managing Director, Vikas Publishing House
Co-Chairman: Heikni Reenpââ (Finland), Chairman, Otava Publishing

Racheli Edelman (Israel)
Om Parkash Ghai (India)
Hans-Christof Sauerlander (Switzerland)
Roland Ulmer (F.R. Germany)
Pacifico Aprieto (Philippines)

FREE CIRCULATION OF BOOKS

Chairman: Francisco Pèrez González (Spain)
Co-chairman: Geoffery King (Australia)
Paul Feffer (USA)
Trevor Glover: (Australia)
Geoffery Dean (Canada)
Josep Lluis (Spain)

Session B
Chairman: lsay Klasse (Argentina)

(1) DEVELOPMENT OF READING HABITS IN CHILDREN (AND ADULTS)
Technical Committee of SNEL, represented by Laura Sandroni
Ricardo Daza (Colombia)
Eustacio Garcia (Argentina)
Germán Sánchez (Spain)

(2) LIVING WITH DOUBLE DIGIT INFLATION THE ECONOMICS OF THE

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Peter Allsop (UK), Chairman
Ricardo Daza (Colombia)

PROBLEM
Hugo Brik (Argentina
Roberto Chwat (Argentina)
Ferdinando Bastos de Souza (Brazil)

1.30 pm-3.30 pm
Lunch

3.00 pm-6.00 pm
Session C

Session D

Chairman: Carlos Noriega Milera (Mexico)

Chairman: Ricardo Pascual Robles (Argentina), Former President of Cámara Argentina del Libro

(1) DISTRIBUTION CHANNELS IN LATIN AMERICA: PRESENT AND FUTURE
Isay Klasse (Argentina), President, Tres Américas
José Manuel Lara (Spain), Managing Director, Editorial Planeta
Francisco Trillas (Mexico), President, Editorial Trillas
Salvatores Conforti and Jaime Perea (Colombia)

(1) TRANSFER OF RIGHTS BETWEEN DEVELOPED COUNTRIES AND DEVELOPING COUNTRIES
Francisco Pérez Porrúa (Mexico)
Lauren Fransen (USA)
Timothy Rix (UK)
Vishwanath (India)

(2) BOOK PRODUCTION IN LATIN AMERICA
Isay Klasse (Argentina), Vice-President,
Interamerican Publishers Group
Ricardo Daza (Colombia), CERLAL Officer

(2) TRANSFER OF STM INFORMATION FROM INDUSTRIALIZED COUNTRIES TO DEVELOPING COUNTRIES
Roberto Baensch (USA)

(3) LIBRARIES IN LATIN AMERICA
Arturo Uslar (Venezuela)
Celia Zaher (UNESCO), Director, Division for Book Promotion

Erich Ruiz (Spain)
José Marîa Boixareu (Spain),
Andrês Carbone (Peru)
Daniel Waingart (STM)

FREEDOM TO PUBLISH/CULTURAL FUNCTIONS OF THE PUBLISHERS

Friday
March 16th
10.00 am-1.30 pm
Chairman: Jean-Jacques Schellens (Belgium)
Co-chairman: Graham Greence (UK)

(1) FREEDOM TO PUBLISH
Keynote address: Pedro Lain Entralgo (Spain)
Jeri Laber (USA)
Andreas Skartveit (Norway)

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(2) CULTURAL FUNCTIONS OF THE PUBLISHER
Stefan G. Harpner (Austria)
Juan Salvat (Spain)

1.30 pm-3.30 pm
Lunch

3.30 pm
Closing Session

Per A. Sjögren Award
Chairmen's reports on IPA Working Committees 1980-1984
Adoption of the recommendations

8.30 pm
Closing Banquet, offered by Mexico City's Mayor

SPECIAL SESSIONS

Special sessions will be held by International Group of Scientific, Technical and Medical Publishers (STM), and by the Music Section of IPA

CHILDREN'S BOOK FAIR

The twenty-first Children's Book Fair will be held in Bologna, Italy from 5—8 April 1984. The theme for this fair is "Children and the Computor—A Challange for Publishers" wherein it is proposed to bring face to face the new diffusion technologies and the school and "home teaching" with all that it implies for a book aimed at the child.

The fair will emphasize in three stages the call for new editorial production in light of the microcomputor and the new technologies. The display stage will have a pavilion dedicated to presentation of some software productions for children, the school and free time.

The debate stage will be on the problems of informatics alphabet coding, the various informatics and teaching experience in different countries. The study stage will involve a volume containing the contributions of Italian, French, German and Anglo-Saxon scholars.

COMICS AND ILLUSTRATION FAIR

The 4th Comics and Illustration Fair will be held from 17-20 May 1984 at Barcelona, Spain. International publishing firms from the USA, U.S.S.R., France, Italy, Japan, Federal Republic of Germany, and the Scandinavian countries are expected to participate. For further information write to : Carlos de Tejada, Managing Director, Barcelona Fair, A.V. Reina Ma Cristina, Barcelona 4—Spain.

DR KHANNA TAKES OVER AS SECRETARY, UGC

Dr S.K. Khanna, Dean, Development Planning and Head of Civil Engineering Department, Roorkee University took over as Secretary, University Grants Commission on 2 January after more than twenty-five years experience of teaching, research and administration.

Dr Khanna has been the recipient of several awards including Sir Arthur Cotton Memorial Gold Medal (1978) and Indian Roads Congress Annual Award (1978). He is fellow of the Institution of Engineers. a member of several other professional bodies, and has been a Council Member of the Indian Roads Congress. He has published three books and 135 research papers in India and abroad.

In 1977 Dr Khanna was invited to the Fourth International Conference on Structural Design of Asphalt Pavements at Ann Artor, USA. In 1980 he chared a session at the world Conference on Transportation Research in London. In 1983 he went to Nepal as a member of the delegation for strengthening the Institute of Engineering at Kathmandu.

NEW COPYRIGHT ACT TO COVER BOOK PIRACY

The Union Minister of State for Information and Broadcasting, Mr H.K.L. Bhagat, announced that amendments proposed to be made in

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MEETING GROUND OF RELIGIONS

The Vice-President of India, Mr M. Hidayatullah, emphasized the superlative need of today to follow the basic teaching of tolerance enunciated by all religions while releasing the book *Religions of India*, published by Clarion Books, a division of Hind Pocket Books in New Delhi on December 16.

While commending the book Mr Hidayatullah said that if people did not have knowledge about other religions, they would get wrong ideas about them leading to misunderstandings, clashes and possibly to violence and wars.

(*From l-r*): *Mr. M. Hidayatullah, Vice President of India, Dr. Karan Singh and Mr. Dinanath Malhotra, Mg. Director, Hind Pocket Books.*

BOOK RELEASE

Dr Karan Singh, M.P. who has written on Hinduism and also contributed a Foreword to the book, asserted that the greatest glory of Hinduism and the Indian civilization was their principle of 'unity in diversity'. India's contribution in this respect was unique and unparalleled. It fostered eight great religions—Hinduism, Jainism, Buddhism and Sikhism originating in India and Zoroastrianism, Judaism, Christianity and Islam coming from West Asia.

Mr D.N. Malhotra, Managing Director of Hind Pocket Books, characterised the publication as an "unofficial ambassador" of India to the outside world and recounted the painstaking efforts made by the editorial team to produce this composite book in pleasant format. He thanked the eight contributors for having made the effort worthwhile by their cooperation and patience.

Prof. E.G. Parameshwaran, Dean, Faculty of Social Sciences, Osmania University, released *Decimal, Universal Decimal and Colon-Classification, A Study in Comparison* published by Ajanta Publication, Delhi on December 17 at Hyderabad.

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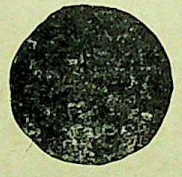

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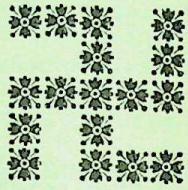

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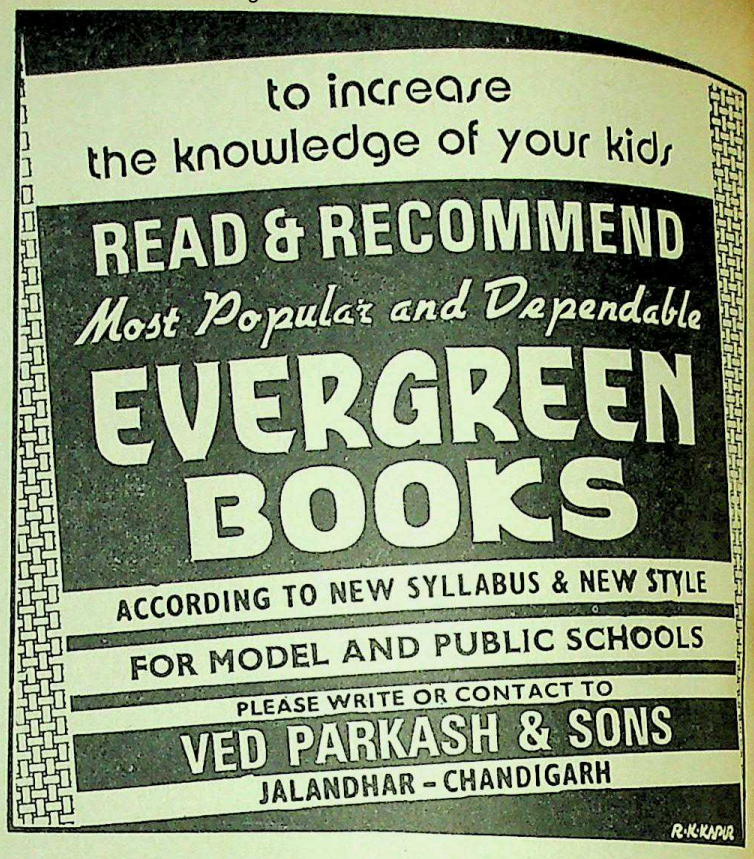

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COMPARATIVE WORLD LITERATURE (Seven Essays) by John B. Alphonso—Karkala, Nirmala Sadananda Publishing, Bombay, pp. xvi+98, Rs 30

This monograph contains seven papers presented at meetings of International Learned Societies which cover a wide range of topics in Comparative World Literature. The work has given new dimensions to the subject by incorporating in the theme the question, "What is Comparative Asian Literature"? The book opens new avenues for the scholars of Comparative World Literature to forge a global outlook in the subject.

PHILOSOPHY OF HEALTH AND MEDICAL SCIENCES by A.K. Sinha, The Associated Publishers, Ambala, pp. 291, Rs 125.

The book is a pioneering attempt by an Indian author to make a comparative study of the Ayurveda and Tantra systems of medicine with homoeopathic and modern systems of medicine. The book's objective is to show that in spite of the spectacular progress made by modern medicine in the twentieth century, its theoretical foundation is still very weak. The book describes the term 'perfect health' according to Indian and Western health scientists and shows that the Indian definition is more comprehensive. The author suggests that the Indian conception of 'perfect health' should be synthesized with the modern Western concept for the qualitative improvement of human beings on the global scale.

FUNDAMENTALS OF OFFICE MANAGEMENT by J.P. Mahajan, Pitamber Publishing Company, New Delhi, pp. xiv+428, Rs 27

The book provides integrated reading material about the fundamentals of office management. It gives the recent developments in various areas of office management and contains the studies and works of many well-known writers. The book is divided into six sections and latest information is provided in each section. The author has

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TRADITIONS OF THE SEVEN RSIS by John E. Mitchiner, Motilal Banarsidass Delhi, pp. xxii+352, Rs 125

This is the first systematic study of the role of ascetics and mystics in Hindu religious tradition with reference to the seven Rsis. The author's main objective is to trace the traditions associated with the seven Rsis, who are depicted as being more important and powerful than even the gods themselves. Besides, the author attempts to find out the underlying themes in traditions. The work encompasses literary materials which were not translated before and is a source book of the Rsis tradition and historical development and symbolic meaning of those traditions, illustrating the dynamically creative role of ascetic and mystic within Hinduism.

WILLIAM SHAKESPEARE Macbeth—The first Folio illustrated by Von pp 96.

WILLIAM SHAKESPEARE Othello illustrated by Oscar Zarate both published by Oval Projects Ltd., London, pp. vi+130.

The first book is a pictorial display of the famous tragedy of Shakespeare. The colourful cartoons in the book make the images of the characters of the play visual percepts to the readers.

The second is a charming display of the tragedy—Othello written by Shakespeare in multi-coloured cartoons. The entire text is presented unabridged and unexpurgated.

FORESTRY IN INDIA by A.P. Dwivedi. Jugal Kishore and Company, Dehradun, pp. xiv+448.

A welcome addition in forestry literature, the work encompasses various aspects of silviculture and forest management. The author has emphasised particularly on the present silvicultural and management practices in various forest types of the country. Modern thinking and trends on various forestry aspects have been specially dealt with various subjects like social forestry, afforestation on special sites, artificial regeneration of forests, forest protection, wild life management have also been discussed vividly. The book not only will serve as a useful textbook in Forest Colleges and universities but also be helpful to professional foresters, tree growers and to others who are interested in forestry activities of the country.

INDIA'S STRUGGLE: QUARTER OF A CENTURY (1921-1946) by A.C. Guha, The Director Publications Division, Ministry of Information and Broadcasting, Government of India, New Delhi, pp. xvi+447, Rs 75.

The objective of this volume is to describe the most crucial period of India's struggle for freedom led by Mahatma Gandhi between 1921 and 1940. The book displays the uniqueness of India's struggle for independence as the endeavour was mass-based, non-violent and ethical. Since the author himself was involved, the descriptions are lucid and factual. The book highlights the country's struggle for independence mainly taking into consideration the role of Indian National Congress in the struggle. Besides, it also projects the laudable role of contemporary revolutionaries to maintain the objectivity in the historical impact approach and perception. The book would appeal to the coming generation as it throws light on the Indian revolution that brought an end to British colonialism in Asia and Africa.

The final phase of India's struggle for independence from 1941 to 1946 has been highlighted in Part II of this volume. With the outbreak of the second world war India's struggle for independence became decisive in nature. The congress stood for complete independence. The motto was "Quit India" which brought its final blow with the civil disobedience movement have been described with special reference to the great service rendered by the Indian National Army under the leadership of Netaji Subhas Chandra Bose and others who selflessly and ceaselessly fought for independence. The book brings about the patriotic feeling and has a historical approach due to the involvement of the author in the events.

THE MORARJI PAPERS by Arun Gandhi, Vision Books Pvt. Ltd., New Delhi, pp. viii+265, Rs 80.

This is a unique political document which reveals the history of the ill-fated Janata Government through the original papers and documents of the then Prime Minister Mr Morarji Desai. On the one hand it discloses the bitter relationship between Desai and Sanjiva Reddi—holders of the two highest offices in the country; the savage blood—feud among the various leaders of the Janata Government; the U.S.S.R. pressure tactics to shape indirectly the Indian Government and the incredible corruption at the top level. On the other, this authentic account, for the first time throws light on the real functioning of the Indian Government and many other political matters. The book describes several political leaders who are in power and others who aspire to be in power.

PRINCIPLES OF SPORTS TRAINING Chief editor: Dr Dietrich

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Haree, Sport Verlag, Berlin, pp. 231

The book is written by renowned experts and trainers and is a translation of the German book "Training Slehre" published in the G.D.R. The book is a great help to the trainers, sport teachers, instructors, students athletes on all levels of training and as well as to the sports scientists and officials. This book helps them to gain a scientific approach to modern training. It can advise and guide them in solving the problems of every day sports training.

THE PREHISTORIC AFGHANISTAN: A SOURCE BOOK by V.C. Srivastava, Indological Publications, Allahabad, pp. xvi+234, Rs 250

The prehistoric Afghanistan emerges from the oblivion for the first time in a systematic manner in the diligent work of the author. The work has added new dimensions to the study of prehistoric cultural evolution of Afghanistan as well as West Asia and South Asia. The author goes into details of various publications after dealing with the environment and a brief history of discoveries of the country. The book is a substantial contribution to Afghan Studies. The work will be of great use to the research scholars and palaeolithic archaeologists.

CRIMINAL LAW by P.S. Atchthen Pillai, N.M. Tripathi Pvt. Ltd., Bombay, pp. xxxii+892, Rs 60

The whole text of Criminal Law has been reconsidered, rewritten and expanded, incorporating all important decisions and new developments in India and abroad, in this revised new edition of Criminal Law. The volume incorporates provisions of the Indian Penal Code, Amendment Bill of 1972 in appropriate places. Besides, the book contains substantive Criminal Law of the land alongwith the final chapter on "Criminal Appeals and Appreciation of Evidence". The book will be very useful to the students and lawyers. The Law is stated up to the end of October 1982, in the volume.

TOWARDS SOCIAL REVOLUTION—A CASE FOR ECONO MIC DEMOCRACY by Vasant Sathe, Vikas Publishing House Pvt. Ltd., New Delhi, pp. xii+240, Rs 125

This volume presents an economic-democratic model for achieving all-round growth and harmony by means of a peaceful social revolution. Keeping in view the Indian ethos, the author proposes a model based on the "Trimurti" concept. The three factors involved in economic activity, of the concept, namely, the entrepreneur the financing institution and labour would have an equal say in management. The author describes the aspects involved and the role of society in the model. The political and economic systems of India have also been analysed in this volume with special emphasis on the role of the people's representatives and party cadres in the implementation of development programmes.

PUNJAB: A CULTURAL PROFILE by V.N. Tewari, Vikas Publishing House Pvt. Ltd., New Delhi, pp. 92, Rs 195

The author projects the great composite culture of Punjab which is threatened at the moment by the horrid demon of communalism. The book describes the Punjabis as one of the world's most venturesome and friendly clan. Science and religion, mystics and folklore and the history of Punjab from the Rigvedic to our times, says the author binds together the Hindus, the Sikhs and the Muslims. The book carries pictorial glimpses of this togetherness in the contemporary, the medieval and the ancient Punjab.

BUSINESS ORGANISATION: A MODERN APPROACH by Dr R.K. Lele and J.P. Mahajan, Pitambar Publishing Company, pp. xviii+484, Rs 25

Business organisation is the edifice on which the whole structure of commerce studies is built. The present volume is a text book for commerce students which incorporates the most recent developments concerning the organisation of industrial and commercial activity. The book in its first six sections elaborates the study of business and its environment; the theme of organising a business; the introductory course in production function; the marketing function; the modern theory of finance and the personnel function. Finally, the text presents a brief account of the public enterprise and small business. The book is interesting and inspiring and would stimulate the student community for an indepth study of the subject further.

INDIA AND CHINA by P.C. Bagchi, Saraswat Library, Calcutta, pp. xx+298, Rs 65

A story of the historically significant relationship between India and China. The book discusses the cultural relationship between India and China that did not merely exist but actually thrived for about one thousand years among the people of the two nations in ancient times and which is a stunning example of mutual tolerance and cultural exchange. The book will be of immense attraction to the students of history and the readers interested in the history of traditional relationship of the two nations.

STABILITY OF BIOLOGICAL COMMUNITIES by Yu. M. Sviezheu and D.O Logofet, Translated by Alexey Voinov, Mir Publishers, Moscow, pp. 314, Rs 14.25

This is an attempt to convert ecological modelling from an art into a science based on powerful mathematical techniques particularly by applying the well advanced

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stability theory for dynamic systems. The author examines the dynamic behaviour for all basic species interlations and tropic patterns and relation between stability and properties like diversity, complexity, etc. The book will be very useful for mathematical ecologists.

A PANORAMA OF INDIAN CULTURE by Dr Prabha Chopra, Publications Division, Ministry of Information and Broadcasting, Government of India, pp. xii+183, Rs 26.

This book presents in an easily readable and interesting manner, in dialogue form, the way of the life of the people in each state and Union Territory of India, their customs and manner, dress and diet, games, sports and festivals. This book will not only prove of immense value to the children but also to the general reader.

CHRISTIANITY IN NORTH-EAST INDIA by Frederick S. Downs, ISPCK, Delhi, pp. xv+309, Rs 45.

The book brings to light much of the little known and unknown developments of Christianity in North-East India. The author provides a complete description of the various ways through which Assamese, Kharis, Nagas, Garos, Mizo, etc. became followers of Christ and Church. The book is one of the best histories of Christianity in India in which the author painstakingly describes the contributions of Christianity in the personal and social life of the Indian people.

LAW OF ARMS AND EXPLOSIVES by R.N. Saxena and Gour, Law Publishers, Allahabad, pp. xxii+370, Rs 100

This edition contains a comprehensive and critical treatment of the difficult subject of Law of Arms and Explosives. The book incorporates up-to-date case Law and efforts have been made to check the statutory provisions and rules, after assessing the decision in each case. The volume will prove to be indispensable to the lawyers, courts and all those who have anything to do with this branch of Law.

INDIANS IN SOUTH ASIA Edited by I.J. Bahadur Singh, Sterling Publishers Pvt. Ltd., New Delhi, pp. vi+268, Rs 100

The object of this study is to investigate the motivations of migration of the Indians who moved to the neighbouring areas, the history of their settlement in these countries and to highlight the developments and problems in the recent years. The book evaluates the effects of treaties and pacts, which India made mainly with its neighbouring countries like Sri Lanka, Pakistan, Nepal etc., on the Indians living in these countries with special reference to South Asia. Current population estimate of overseas Indians living in 149 countries is a special feature of this book.

LAW OF EDUCATION AND EDUCATIONAL INSTITUTIONS (Vol. I) by R.D. Agarwal, Law Book Company, Allahabad, pp. cxcvi+776, Rs 360 (3 vols).

An exhaustive commentary on education and the first complete and authoritative work comprising every aspect of education. The author emphasizes on the necessity of the teachers and students to know the relation between education and Law, as dne to the developing concept of social justice education has become dependent upon the decisions of the High Courts and Supreme Court. The book draws principles of Law from many case-Laws and discusses constitutional Law at appropriate places. This is a voluminous book in a convenient form on education and will be of immense use to the ministry of education, the education departments of the Government, the universities, colleges the members of the judiciary and others interested in the Law of education.

WITCHCRAFT IN WESTERN INDIA by Sohaila Kapur, Orient Longman Ltd., Bombay, pp. viii+148, Rs 50

This is a descriptive study and analysis of the reason for people's faith and belief in black magic. Like in other countries the belief in and worship of the powers of evil, runs parallel with religious belief and worship, in India too. The book contains narrations of the victims of black magic and talks of the self-proclaiming god-men and faith healers. A detailed chapter on Tantra magic is also included in this work.

STUDIES IN WORLD LITERATURE by M.I. Kuruvilla, Sterling Publishers (P) Ltd., New Delhi, pp. viii+250, Rs 125

This is an invaluable work on world literature. The author discusses the immortal works with a keen insight about the types of work which constitute part of world literature. The famous literary works which became oblivious due to a variety of circumstantial reasons have been brought into light. The author has particularly examined the vogue of allegorial writing at present and has also vividly discussed and analysed the equality and power of certain literary works, which make them unique, universal and perpetual.

RELIGIONS OF INDIA Foreword by Dr Karan Singh, Clarion Books, New Delhi, pp. 308, 130 b & w plates, Rs 355.

This extraordinary book presents the quintessence of India's secularism and unity in diversity in eight brilliantly written essays by eminent authorities and projects a true image of the Indian Republic as the home of all faiths.

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Dr Karan Singh in a Foreword observes, *inter se*: Truth is One, the wise call it by many names. This eternal truth as enunciated in the Rig Veda has been the bedrock of India's cultural and religious ethos. Nowhere else in the world have so many people and so many religions found a home as in India. It seems that there is something in the rich and fertile soil of India that is conducive to the development of religious consciousness—and this is true not only of Hinduism, the great indigenous religion and its off-shoots (Jainism, Buddhism and Sikhism) but also of the semitic religions—Islam, Christianity and Judaism, which came to this country from the West. India is truly a land of faith, and within its borders can be found followers of all the major religions of the world.

The book seeks to clarify some of the basic religious insights that India with its vast and varied tapestry of religious experience and its unrivalled tradition of spiritual achievement may be able to show a new path for the future. There is little doubt that the insights provided by this volume will inspire all thinking men and women everywhere to take stock of the contemporary situation in its entirety and see the real point and thrust of every religion—the quest for truth eternal and moving towards the essential divinity of man—and thereby fulfil their destiny.

All the contributors to this volume are acknowledged authorities in their own field of specialisation. Dr Karan Singh writes eloquently and inspiringly on Hinduism, Dr U.P. Shah on Jainism, Dr N.H. Samtani on Buddhism, Professor Gurbachan Singh 'Talib' on Sikhism, Dr H.K. Mirza on Zoroastrianism, Fr G. Gispert-Sauch on Christianity, Prof. Mushir-ul-Haq on Islam and Dr Ezra Kolet on Judaism.

The dissertations are enriched by excerpts from scriptures; an account is given also of important festivals and a bibliography of select books is provided which will assist further study. A striking feature of the book is the many photographs, including some specially taken and some rare, which portray graphically the religious spirit in action, showing the way the votaries live their religion in their day-to-day life. This book is truly a harbinger of the One World dreamt of by men of peace, Wendell Willkie and our own prophet, Mahatma Gandhi.

STYLE MANUALS OF THE ENGLISH-SPEAKING WORLD; A Guide by John Bruce Howell, The Oryx Press, Phoenix, A.Z. pp. xiii+138, $ 22.50

Choosing an appropriate style manual from the myriad of existing government, commercial, and profession-specific manuals can present a problem for librarians, publishers, writers, and students. A new aid to help solve this problem is this volume which describes all current non-technical, non-literary style manuals and author's guides from the English-speaking world. This book is designed to assist anyone using these manuals for documentation, reference, or research.

Commonly used, well-known style manuals written for general use are discussed in the first section of the guide. The second section lists manuals for individual disciplines such as biology, education, geology, law, mathematics, physics, and psychology. Manuals are cited by subject and each entry provides a bibliographic citation, description of the contents, and observations on the bibliographic style.

An index of names, subjects, and titles allows easy access to the entries.

Writers, editors, teachers, librarians, students, and anyone who needs a style manual can use it to select the best book for their needs from the many style manuals available.

THE CHICAGO MANUAL OF STYLE, University of Chicago, Chicago, pp. ix+737, $ 25.

This is the most widely used style manual in North America. It is divided into three parts: Bookmaking, style, and production and printing. The first part is devoted to the parts of a book, manuscript preparation and copy editing, proofs, and rights and permissions. Part two covers punctuation, spelling and treatment of words, names and terms, numbers, foreign languages in type, quotations, illustrations, captions and legends, tables, mathematics in type, abbreviations, documentation, bibliographic forms, note forms and indexes. Part three is on design and typography, composition, printing, and binding. It has a good index with entries referring to paragraphs numbered serially.

A CAREER IN BOOK PUBLISHING by Samuel Israel, National Book Trust, New Delhi, pp. xii+143, Rs 13.50.

This slim paperback gives in an impeccable style the account of what goes into the publication of a book. Meant primarily for those seeking a career in the book-publishing industry, it will nevertheless be of use to those who have made a recent beginning in the profession.

GURU NANAK: HIS MYSTIC TEACHINGS by J.R. Puri, pp. xv+496.

DIVINE LIGHT by Maharaj Charan Singh, pp. xiii+412.

Both published by Radha Soami Satsang Beas. Price not given.

The first book focuses on the essence of the teachings of Guru Nanak. The author brings out the close relationship that exists between the mystical experience and ethics as well as religion. Such

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experience has been shown to be the cause and effect of ethical living while suggesting that all religions are essentially mystical.

The second book in two parts probes the important problems of human existence and suggests simple and convincing solutions. The subjects covered include action and its endless chain of consequences, the sensory world of delusion, the spiritual world of reality, the nature and role of mind and matter, attachment and datachment, pain and pleasure, and the way to liberation from the cycle of births and rebirths. The book is a valuable addition to the spiritual literature of the world.

THE PATH OF STRUGGLE AND VICTORY, Valentin Kotkin, Moscow, 1983, pp. 76.

This book has been timed to coincide with the 25th anniversary of the Afro-Asian Writers' Movement. It describes the path covered by the progressive writers on both continents over the last 25 years and follows the main landmarks in the work of their Association.

The idea to establish such an organization was put forward at the Asian writers' conference in Delhi in 1956. Two years later 204 writers from 37 Asian and African countries assembled for their first conference in Tashkent where they declared that the Association of writers of the two continents had been established. During these years, the book says, the Association has remained loyal to its main principles—international solidarity of writers in the fight against imperialism and for social progress.

The author describes the strengthening unity between Asian and African writers and the growing authority of the Association. He thoroughly analyses the results of each conference organized by the Association in Cairo, Beirut, Luanda, Alma-Ata, Tashkent and Delhi.

Addressing the Delhi conference in 1970, the Indian Prime Minister Mrs. Indira Gandhi said that the writers' first duty was to be always with their people in their struggle against backwardness, poverty and illiteracy, in the fight against imperialism and colonialism, and for independent national culture.

Each member of the Movement is well aware of his great responsibility to his nation. Progressive writers in Asia and Africa try to bring out the best qualities in people, to make them believe that their struggle will bring a better future.

Soviet people know well Asian and African literature. The author quotes the following figures: the Soviet Union has published 4,417 books from 53 Asian and African countries. A total of 195,000,000 copies have been printed in 67 languages. These figures include 904 books by Indian writers which were printed in some 40,000,000 copies. The inavaluable reference section of the book gives figures, information on the "Lotos" International prize winners (awarded since 1969) and the schedule of the conference. Among the "Lotos" winners were the Indian writers Hariwanshrai Bachchan, Subhas Mukerjee, Bhisham Sahani.

The Association's quarterly magazine "Lotos", published in English, French and Arabic, keeps readers informed about the Association's work. The book describes the magazine as the mouthpiece of many Asian and African writers and the organizing centre for the progressive literature of Asia and Africa "Lotos" has become an effective means of organizing mutually beneficial meetings between the writers from both continents.

A special section of the book is devoted to Soviet writers' participation in the Afro-Asian movement. Apart from the Soviet Committee on Relations with Asian and African writers in Moscow, there are national committees in all the Soviet republics. They bring together poets, prose-writers and translators who advertise, translate and help publish books by Asian and African writers in the USSR.

The book is intended for a wide readership.

Glossary of the Tribes and Castes of the North-West Frontier Provinces and Protected Territories of the North-West Frontier Provinces. 3 Vols.—by H.A. Rose, 1979 (Reprinted). Vol. I: ix+923+xlviii pl., Vol. II: iv+573 pp., Vol. III: 533 pp, Rs 650 for 3 Vols.

Vol. I of the Glossary of the Tribes and Castes, speaks about the religious and social observance of the Punjabi People. Many primitive customs of the Hinduism survive in the Himalayas. Besides Hinduism, Jainism and Sikhism, have also been discussed in this volume. The more one studies castes, the more one sees. The history of the caste closely resembles with history of Law. Caste in its inception embodies the conception of national duty which carries with it certain privileges. The book explains that Indian Rajas used caste and the governing bodies of caste as administrative agents. New castes could be created, old castes promoted and the existing castes sub-divided by the creation of privilege and intensely jealous of its privileges. It is ever ready to expel offending members who offend against its moral code, and to split itself up into sub-castes.

Glossary of the Tribes and Castes Vol. II embodies some of the materials, collected in the Ethnographic Survey of India begun in 1900. Facts about castes, Customs, agricultural Tribes, theories in the Punjab and North Eastern Frontier Provinces have been compiled in this Volume. The minutest data in the popular religion, folk-lore, traditions, survivals and superstitions prevailing in these areas have been described in this Volume.

For facility of reading, the Punjab Tribes and Castes have been divided alphabetically from A to K. The present book explains as to how the tribes came to be known as such and derived their names and the area of their inhabitance. Costumes, dwellings, eating habits, births, deaths, marriages and beliefs of these castes & tribes have all been described. The study reveals interesting and amazing facts.

Glossary of the Tribes and Castes Vol. III keeps up the standard of the previous Vol. II. This contains several interesting details about origin, customs, habits, festivals, legends and Cultures of the Tribes and Castes of the North West Frontier Provinces, beginning from alphabetic letters A to K. The details provided in these pages are quite informative and interesting.

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